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The Weekly Newsmagazine of Radio

Broadcast Advertising

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NASHVILLE, TENN.

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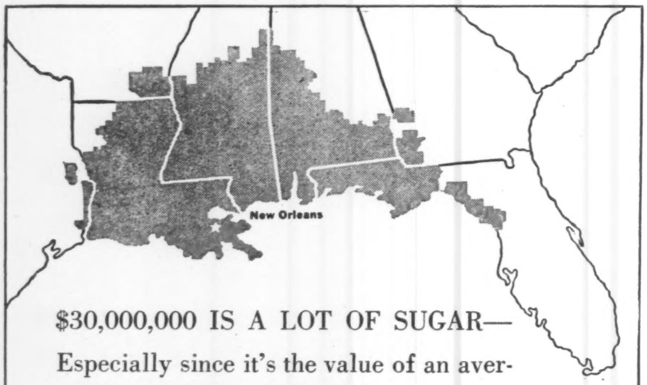

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CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

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# BROADCASTING

## The Weekly Newsmagazine of Radio Broadcast Advertising

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Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

**SOL TAISHOFF** Editor and General Manager
★
**MARTIN CODEL** Publisher (on leave with Red Cross)

Maury Long, Advertising Manager
J. Frank Beatty, Managing Editor
K. R. Breslau, Adv. Production Mgr.
Bernard Platt, Circulation Manager
Wallace F. Janssen, News Editor
Henry Liebschutz, Art Director

**NEW YORK BUREAU**
250 Park Avenue, Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor S. J. Paul, Assistant Advertising Manager

**CHICAGO BUREAU**
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

**HOLLYWOOD BUREAU**
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
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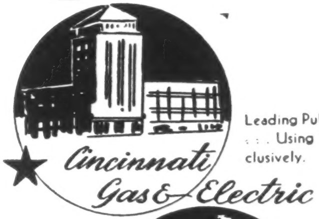
Leading Dept. Store . . . Using WSAI consistently with 3 daily programs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Leading Public Utility . . . Using WSAI exclusively.

Potter's Shoes

Largest Shoe Store . . . Now using WSAI exclusively.

Leo's Stores Inc.

Leading Automotive and Radio Chain . . . has renewed three consecutive years.

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*Extra* **POWER** TO LIFT SALES IN GREATER CINCINNATI **WSAI**

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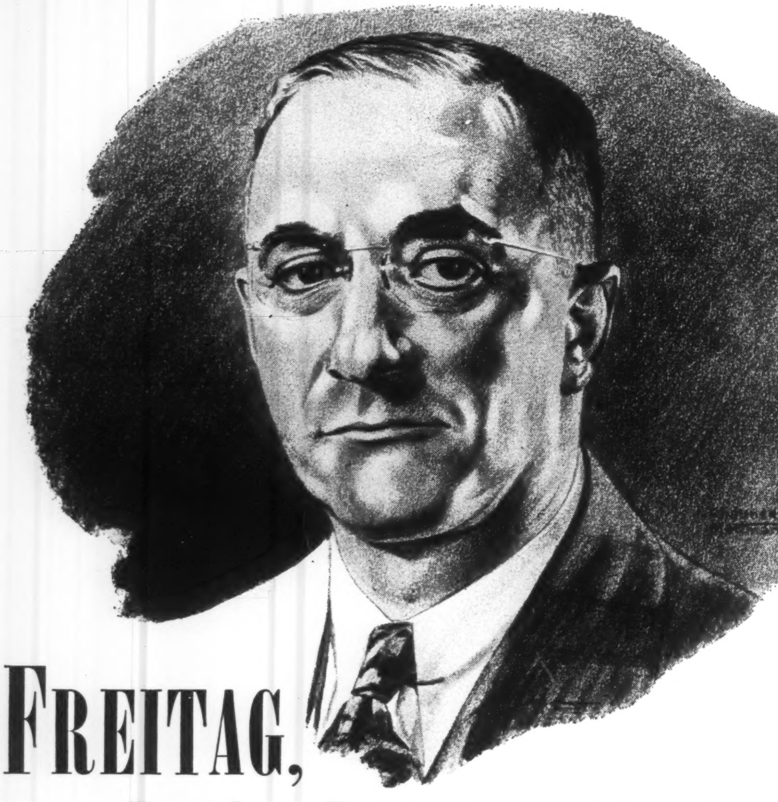
**ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING**



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| KOB | ALBUQUERQUE |
| KOMA | OKLAHOMA CITY |
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BROADCASTING
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Vol. 25, No. 23 WASHINGTON, D. C., DECEMBER 6, 1943 $5.00 A YEAR—15c A COPY

# FCC Newspaper Decision Before Holidays

## Wakefield, Craven Tell Committee Of Approach

DECLARATION by the FCC of its long awaited policy on newspaper ownership of broadcast stations—probably holding that it is not desirable but that cases should be decided on their individual merits—will be announced prior to the conclusion of the current hearings by the Senate Interstate Commerce Committee, expected to end within a fortnight.

Both Commissioners T. A. M. Craven and Ray C. Wakefield, told the Senate Committee last week that the FCC was about to decide on policy and that it proposed to submit its ruling to the committee while the hearings are in progress. Commissioner Craven predicted the recommendation will be to ban newspaper ownership. Mr. Wakefield didn't venture beyond the statement that it ought to be decided after more than two years of delay, and that the committee soon would hear from the Commission. A split vote, possibly of 4-2, is anticipated.

### Lively Hearings

These revelations highlighted a whirlwind series of hearings on both sides of Capitol Hill last week, which saw sensational charges made against the FCC, that it was acting arbitrarily and exceeding its powers. It was clear that new legislation will be written as soon as Congress can whip it out, after conclusion of the Senate hearings by mid-December.

Commissioner Craven, consistent opponent of Chairman James Lawrence Fly's policies, went all out in his testimony urging a new law to curb FCC powers. He made two appearances before the Senate Committee during the week and testified at afternoon sessions from Tuesday through Friday before the House Select Committee investigating the FCC. To some extent, the testimony overlapped.

Commissioner Craven, among other things, told the Congressional committees in separate sessions that (1) the FCC soon will recommend legislation to prevent newspaper ownership of stations; (2) that he favored the substance of the White-Wheeler Bill to prevent the FCC from exercising control over programs or business management; that the FCC chairmanship should be rotated; that it is a "well-known fact" that Chairman Fly has "visited reprisals" on members of the armed forces who opposed his policies; that the FCC had defied Congress in its ruling that Dr. Goodwin B. Watson and William E. Dodd Jr., of Foreign Broadcasting Intelligence Service, be released and had allowed the employes an opportunity to test the Constitutionality of the rider ordering their discharge; that East-West Coast duplication on clear channels is all right if no interference is caused.

During the week the Senate Committee heard testimony of several other witnesses. Earl J. Glade, mayor-elect of Salt Lake City and vice-president of KSL, last Monday told about the evolution of the NAB code of ethics, and said only about half of the broadcasters subscribed to its terms. The same code was blasted in an appearance by C. Leonard DeCaux, public relations director of CIO, who wanted time sold to labor unions for membership drives and discussion of controversial issues, supporting the position of Chairman Fly.

In contrast to the CIO position, however, two witnesses for the competitive Union, AFL, supported terms of the White-Wheeler Bill which would guarantee a free radio, and deprecated sale of time. They contended they were getting adequate time gratis now from the networks and stations, though they would like to use radio for membership drives on occasions. The witnesses were Philip Pearl, public relations director, and Lewis G. Hines, legislative representative of the AFL.

### Sykes Testifies

Judge E. O. Sykes, former chairman of the FCC and recently appointed legislative counsel of the Newspaper-Radio Committee, testified last Monday both on his own behalf and for the committee. He urged new legislation and suggested that the FCC chairmanship rotate. There ensued the observation from Chairman Wheeler (D-Mont.) that the FCC perhaps would function better as a five-man agency.

A new note—covering activities other than broadcasting—was injected last Wednesday by Joseph Pierson, brusk, outspoken president and general manager of Press Wireless Inc., mutually-owned radio news point-to-point organization. Mr. Pierson told the committee the FCC had denied his company facilities for handling of news from the war zones and thereby had impeded the free flow of news to and from areas of vital interest to the public. The committee called upon the FCC for the recommendations on which it acted in denying these applicatons.

### STORY OF AM vs. FM AT A GLANCE

HERE is the quick comparison of essential "FM" and "AM" principles given the Senate Interstate Commerce Committee last Friday by C. M. Jansky Jr., consulting radio engineer:

| | *AM* | *FM* |
|---|---|---|
| Extent of Band | 545 to 1605 kc. | 42,000 to 50,000 kc. |
| Total No. of Channels | 106 | 40 |
| Necessary Signal to Noise or Interference Ration for Clear Reception | About 100 to 1 | About 2 to 1 |
| Number of Stations Possible in the Same General Locality on the Basis of FCC Standards | 26 | 20 |
| Number of Existing Stations and Outstanding Construction Permits * | 912 | 49 |
| Outstanding Applications for *New* Stations * | 17 | 61 |

* As of Dec. 1, 1943

A. Earl Cullum Jr., consulting engineer of Dallas, now associate director of Radio Research Lab., Harvard U., told the committee last Thursday the development of new services, such as FM and television, would provide adequate facilities for the broadening of the radio base. He said broadcasting services would be only on infinitesimal part of the FCC's work. He urged that something be done either by Congress or the FCC to let broadcasters operating standard stations know whether they will be permitted also to operate FM and television outlets. And he suggested that a "time limit" be placed on applications so that the FCC won't let them lay around for months or years before action.

### Jansky Testifies

At last Friday's session, C. M. Jansky Jr., senior member of the consulting engineering firm of Jansky & Bailey, and an FM pioneer, kept the committee spellbound in describing the potentialities of FM after the war. He shared the stand with Commissioner Wakefield, who stood four-square behind the policy pronouncements of Chairman Fly. Commissioner Wakefield ridiculed contentions of network and station witnesses that the Frankfurter opinion meant censorship.

He stoutly defended the network regulations, and urged that Congress not adopt those provisions of the pending bill which would arbitrarily separate the FCC into two three-man divisions with the chairman as executive officer.

Mr. Wakefield called for rigid regulation of radio in all its aspects. He felt stations and networks wanted to have practically no regulation at all, and drew the analogy of the public utilities, which resisted regulation, but then liked it, so he said. Senator Wheeler, however, didn't agree they were comparable. He will complete his testimony on Saturday (Dec. 4).

From Mr. Jansky, the committee heard that FM would provide room for ample frequencies everywhere, with improved service. He urged that additional frequencies be made available for FM to supplement the present 40-channel band, and indicated that perhaps "another television channel", providing 30 frequencies, would be sufficient. While FM can't provide the secondary service of AM or standard broadcasting, he said this problem might well be might automatic relays across the country, without loss of quality.

Chairman Wheeler served notice at Thursday's session that he wanted all major networks to appear. With NBC President Niles Trammell scheduled for Tuesday, and CBS President William S. Paley already having testified, the chairman said he wished to extend an invitation to both BLUE and Mutual. It is expected that Louis G. Caldwell, Mutual counsel, and possibly Miller McClintock, president, will testify. Mark Woods, president, or Edward J. Noble, chairman and owner of the BLUE, may appear for that network, though no announcement yet has been made.

### Others to Appear

Witnesses today (Monday) tentatively are Dr. E. M. Armstrong, FM inventor and pioneer radio scientist, and John V. L. Hogan, operator of WQXR New York, and an eminent engineer. They will augment the testimony on the outlook for new FM and television services, and the allocations problems ahead.

Mr. Trammell is the only scheduled witness Tuesday. The schedule is not available for the balance of the week, but among those yet to testify are FCC Chief Engineer E. K. Jett, and Fred Weber, general manager of WDSU New Orleans, and former general manager of MBS. Chairman Fly is expected to appear to offer rebuttal probably as the last witness.

### Glade Tells Code Benefits

Mr. Glade, former chairman of the NAB Code Committee, explained the purposes of the voluntary code, remarking "we recognize in radio broadcasting considerable self-government is necessary". He read provisions of the code affecting commercial time and told the

(*Continued on page 52*)

## Y&R Named to Direct Part of GE Advertising

WITH announcement by Young & Rubicam, New York, that it will no longer handle the Westinghouse Electric & Mfg. Co. account after March 1, 1944, the agency last week confirmed the report that it would handle a portion of the General Electric Co. account, effective the same date [BROADCASTING, Nov. 29].

H. L. Andrews, vice-president in charge of the appliance and merchandise department of G-E, announced Y&R would place all advertising for household appliances, but no details on media plans were revealed.

# Fly Reprisals Detailed to FCC Probe

## Craven Testifies in Closed Session on Chairman's Military Influence

By BILL BAILEY

CHARGES that FCC Chairman James Lawrence Fly "instigated" the alleged "cashiering" of a high-ranking Naval officer and might "visit reprisals" on others who opposed him, may be brought into the open by the House Select Committee to investigate the Commission, Chairman Lea (D-Cal.), disclosed last Thursday.

In hearings last week FCC Commissioner T. A. M. Craven, who ended his testimony Friday, declined to name certain miltary officers who, he said, gave him information concerning Mr. Fly's "preponderant voice" over matters military, because "reprisals" might be visited on them.

### Chairman Has 4 Votes

Last week's hearings, at which Commissioner Craven was the sole witness, with the exception of several occasions when FCC General Counsel Charles R. Denny Jr. popped up to object and seek to clarify, brought out these disclosures:

Despite a presumption that a Congressional act is Constitutional, the FCC, in conjunction with the Dept. of Justice, allegedly violated a statute prohibiting gratuitous services to the Government by permitting Dr. Goodwin B. Watson and William E. Dodd Jr., to work without pay from Nov. 15-21 to test the constitutionality of a bill in which Congress discontinued their salaries as of Nov. 15.

On general policy questions Chairman Fly usually goes into meetings "with four votes in his pocket".

Although the FCC is a seven-man agency "under the law" it is generally recognized that "the Chairman is the Commission".

Efforts of Eugene L. Garey, committee general counsel, to bring out in testimony from Mr. Craven that Chairman Fly (as charged by Chairman Vinson (D-Ga.) of the House Naval Affairs Committee) might have been partly responsible for Pearl Harbor because of his policies, were blocked by FCC Counsel Denny who protested to Chairman Lea Thursday, resulting in early adjournment of the hearing.

President Roosevelt, on Sept. 9 ordered both the Army and Navy to report to the Board of War Communications, of which Mr. Fly also is chairman, on problems involving disputes over jurisdiction of military communications.

### Officers Gagged

At the conclusion of Thursday's hearing Mr. Lea said the committee, which previously had gone into executive session to discuss the alleged "reprisals" against military personnel, "might want to bring it out into the open". He declared that the "committee will consider it further in executive session".

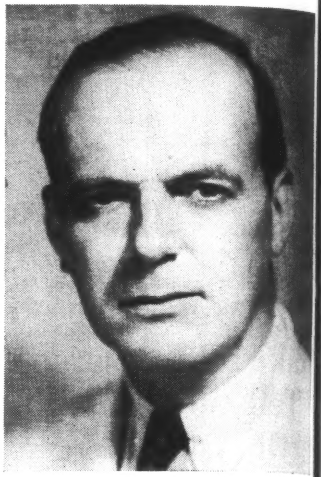
Meantime several Congressmen were reported to have been besieged with telephone calls and letters, demanding that Congress "get to the bottom" of the purported reprisals. On the other hand Mr. Garey informed the committee that the officers in question had been forbidden "by executive order" to testify before the Congressional investigators.

Reminiscent of the early hearings last summer, when Mr. Denny frequently popped up and finally was threatened with arrest by Rep. Eugene E. Cox (D-Ga.), then chairman, if he continued to interfere with procedure, the FCC general counsel took part in all the hearings except Tuesday's last week.

### Watson, Dodd Aided

On Wednesday, after he had interrupted several times, Rep. Hart (D-N.J.) said: "Mr. Chairman, I admire Mr. Denny's persistency, but let us have one witness at a time."

Later when Mr. Denny explained that the Commission permitted Dr. Watson and Mr. Dodd to work without pay from Nov. 15-21, Mr. Hart demanded to know: "If the law prohibits their working for the Government without salary, and the law being tested is constitutional, does the FCC stand in the position of an agency that violated the law prohibiting employees from working without salary?"



**COMDR. CRAVEN**
*Double-Header Witness*

"If you are referring to the law relating to gratuitous services, I think not," replied the FCC general counsel. When Mr. Garey told the committee that the men were permitted to "remain at their desks" for the "purpose of giving them a legal claim against the United States" if the law abolishing their salaries was held unconstitutional, Mr. Denny asserted:

"They were retained so as to afford them a basis to bring suit to test the constitutionality of this law."

"The law having been enacted by Congress, is there not a presumption of constitutionality?" asked Rep. Hart. Mr. Denny said there was and that "the presumption is that every law enacted by Congress is constitutional".

"And in the face of that presumption the FCC accepted the services of these men?" inquired the New Jersey Representative. Dos the FCC recognize the presumption in law?" Mr. Denny replied it did.

### Fly's Influence

As last week's hearing opened Tuesday afternoon, Counsel Garey read for the record a speech made in the House Nov. 23 by Rep. August H. Andresen (R-Minn.) demanding that the commitee investigate substitution of a CIO speaker for the NBC *Voice of the Dairy Farmer* program of Nov. 21 [BROADCASTING, Nov. 29]. The complaint was taken under advisement (see page 60).

Rep. Miller touched off heated debate which resulted in an executive session when he asked Commissioner Craven "whether or not you are

(*Continued on page 62*)

**FRIENDLY LUNCHEON** get-together in New York on occasion of visit by Pete Smythe, program director of KLZ Denver, CBS affiliate, includes (l to r): William N. Robson, CBS producer-director; Smythe; Wauhillau LaHay, radio publicity and promotion, N. W. Ayer & Son, New York; and Earle McGill, who also is a producer-director of the network.

# NAB Warns ASCAP It Violates Decree

## Auditing Practices Hit by Music Committee

THE NAB, through the newly formed music committee which had its first meeting last Wednesday and Thursday, in New York, there served notice on ASCAP that certain aspects of the Society's audits of stations were in violation of the U. S. Dept. of Justice consent decree and not in accordance with explanations given by ASCAP to individual stations when contracts were signed.

John G. Paine, ASCAP general manager, and Counsel Herman Greenberg, conferred with the committee on Thursday and were told that stations do not intend to sit idly by while ASCAP charges per program users of ASCAP music on a half-hourly basis where a station is broadcasting two unrelated quarter-hour programs separated by a station break. If for example, a station broadcasts a quarter-hour of ASCAP music, a station-break followed by quarter-hour non-music show, ASCAP, according to the NAB, is charging stations 8% of the total revenue of that half hour on the basis that the station operates on half-hourly time segments and station breaks required by the FCC.

### Ask Rule in Writing

Another aspect of ASCAP audit practices which drew NAB fire involved the five-minute transcribed Treasury *Star Parade* series, music for which has been cleared at the source by the Treasury. The NAB charged that where stations broadcast the five-minute transcription in the *Musical Clock* participating program, ASCAP demands the 8% commercial fee on the entire program, which may be an hour-long show with the remaining 55 minutes of non-ASCAP music. The music committee requested a written rule from ASCAP on these matters.

In its two-day meeting at the Roosevelt Hotel, the committee, under the chairmanship of Campbell Arnoux, WTAR Norfolk, reviewed the entire field of music, took steps to adopt measures to improve musical programming, to educate new program personnel, utilize the services of the various licensing groups, establish standard system of cross-cueing, topical bits of selection, etc. The committee is considering the issuance of a standard binder with index tabs to be distributed to stations, and the licensing group's material would be of standard size to fit the binder.

On Thursday, representatives of the music licensing organizations appeared at intervals to discuss music problems and made suggestions on coordinating their efforts with those of the music committee. AMP was represented by C. M. Finney, SESAC by Leonard Callahan and Gus Hagenach, ASCAP by John Paine and Herman Greenberg, and BMI by Sidney Kaye, Merrit Tompkins and Carl Havelin.

The work of BMI was patently praised by the committee, which reported that out of the list of pop tunes currently played most on the networks, BMI had nine, and lead the *Hit Parade* for four consecutive weeks with its selection "Paper Doll".

### Short Music Needed

At luncheon on Wednesday, Paul Whiteman, musical director of the BLUE, told the group that there was a great need for music written especially for radio. "The radio industry needs short pieces, between four and seven minutes in length", he said. "It is doing absolutely nothing toward the creation of such music. The industry should take on itself the responsibility of fostering 'radio music' by commissioning established composers." Mr. White said this would be a "profitable investment". He also discussed the possibility that musical programs will replace news broadcasts in listening popularity when the war is won and the news from the battlefronts is no longer foremost in importance.

Dr. Ernest LaPrade, of NBC, spoke on symphonic music at the Thursday luncheon. Present at the meeting were: Campbell Arnoux, chairman; James P. Begley, KYW Philadelphia; Thomas Belviso, NBC; Arthur Church, KMBC Kansas City; Robert Enoch, KTOK Oklahoma City; C. W. Myers, KALE Portland; Elliott Sanger, WQXR New York; Frank R. Smith Jr., WWSW Pittsburgh; John Wahlstedt, WHB Kansas City; Frank White, CBS, and Neville Miller, president, NAB.

ASCAP denied the NAB Music Committee charge that its audits were in any way a violation of the consent decree. John G. Paine, ASCAP general manager, said, "The music committee attack came as a complete surprise to me because at the meeting we discussed these problems fully and frankly and the committee gave us their assurance that they would aid the Society against chiselers in the radio industry. It seemed like a friendly gesture, deeply appreciated by the society.

### 'No Controversy'

"My opinion is that the NAB is endeavoring to use ASCAP per program contract as a means of stimulating an anti-ASCAP feeling in the industry in order to protect BMI. BMI, SESAC and AMP do not even have per-program contracts. Out of the 800 stations that have contracts with ASCAP, there have been only "about a dozen" that have criticized our interpretation of the per program clauses. There's no controversy between ASCAP and the industry on the per program contract."

## Firestone Observes 15th And Tests Video Series

FIRESTONE TIRE & Rubber Co., Akron, celebrated the 15th anniversary of its *Voice of Firestone* programs on NBC last Monday by launching the *Voice of Firestone Televues*, a sight-and-sound series, on WNBT, NBC video station in New York. Harvey S. Firestone Jr., president of the tire company, and Niles Trammell, NBC president, inaugurated the television series with brief talks which were filmed by Sound Masters in the morning and telecast from WNBT's projection studio in the evening.

Opening program was an industrial film, *For America We Save*, made by Jam Handy in the Firestone plant to show the necessity for preserving tires and other rubber articles during the war period. Sweeney & James Co., Cleveland, is the agency.

# J. Walter Thompson Takes Over Ford and Vimms Ad Accounts

J. WALTER THOMPSON Co., as of the first of the year, will take over two major acounts, the Vimms portion of Lever Bros., currently placed by BBDO, New York, and all advertising for Food Motor Co., Detroit, now handled by Maxon Inc. of that city.

Vimms vitamin pills were launched in early 1941 after exhaustive market research by Lever Bros. and BBDO. Radio was first tested in the fall of 1941 and within six months the produce was among the leading sellers in the vitamin field. Present radio appropriation is said to be close to $1,000,000. This includes extensive spot announcement promotion as well as sponsorship of the CBS program *Mayor of Our Town*. Lever expects to replace that show in January with a variety program starring Frank Sinatra if the singer is rejected by the Army when he takes his physical examination shortly after the first of the year [BROADCASTING, Nov. 22].

Ford's national advertising was moved in November 1940 from N. W. Ayer & Son to McCann-Erickson, while Maxon Inc. was named to handle Mercury and Lincoln advertising. Ayer had the *Ford Sunday Evening Hour* on CBS until Dec. 8, 1940, when McCann-Erickson also took over Ford's network radio business. On March 1, 1942, Ford "suspended indefinitely" its sponsorship of that program after seven years on the air, giving no reason, although it was generally believed the cancellation was caused by the Government ban on selling new cars and tires.

In July 1942 the entire Ford account was given to Maxon Inc., Detroit, at the time Ford began an institutional news series with Earl Godwin on 107 BLUE stations seven times weekly. A year later a musical series was considered in place of Godwin but Ford continued the news format, which is currently featuring Godwin five time weekly and Ray Henle on Saturdays and Sundays, 8-8:15 p.m.

Under J. Walter Thompson's aegis, Ford will probably be handled from the agency's Chicago office, it was reported, but no details on the JWT plans for the two accounts are available as yet.

### Funds for Probe

RUNNING ahead of schedule, the House has given its Select Committe to Investigate the FCC an additional $50,000 in funds, making a total of $110,000 allocated to date for the inquiry which was authorized last January. Chairman Lea (D-Cal.) said additional funds would be sought if needed.

**CHAINED FOR YEAR** is President H. M. Duncan, of the Duncan Coffee Co., Houston, signing Admiration Coffee on the Lone Star Chain of Texas. Jimmy Pate, general manager of the Steele Advertising Agency, Houston, and Bill Bennett, sales representative of KXYZ and the Lone Star Chain beam approval of the five-a-week program *The Coffee Grinders*, to be heard also on 3 additional stations outside the Texas chain.

XUM

# War Loan Messages to Be Sponsored

## Transcribed Series Will Have Open Ends for Commercials

LOCAL SPONSORSHIP is the key to radio participation in the Fourth War Loan Drive for $14,000,000,000, to run Jan. 18 through Feb. 15, according to plans now rapidly being rounded-out by the War Finance Division of the Treasury Dept. Suggestions solicited from the industry following the last drive [BROADCASTING, Oct. 11] and ideas submitted by the NAB special Fourth Loan committee [BROADCASTING, Nov. 15] have been seriously considered, putting radio on more equal footing with other media in promotion of war bond campaigns.

Two series of transcribed programs, prepared especially for local sponsorship and approved by the OWI, will be available to stations upon request for use during the coming drive. *Treasury Salute* is the title of the first series, which consists of 26 quarter-hour programs, largely musical, with a half-minute and a minute open at the ends for sponsor's messages.

### Quarter-Hour Series

This first series is a tribute to American men and women in their jobs, stressing the importance of their work in the winning of the war. Singling out a specific year in the current era, each program salutes the achievements of a certain group of workers, both men and women, in some given industry. The importance of these achievements is related to the industrial performance today. David Broekman and his Treasury Orchestra is featured, with songs popular the year in which the events occur. Peter Donald is narrator.

Twenty-six five-minute programs, taking the place of the former *Treasury Star Parade* series, compose the second series which features American war and service songs and music chosen by U. S. service men and women. Titled *Treasury Song for Today*, a half-minute is left open at each end of the discs for messages of sponsors. In each program a wounded war veteran tells which song was most popular in the particular theatre of war in which he saw action. Song is played by David Broekman's orchestra and sung by a leading quartet.

### Audition Record

Sample audition record, containing one of the quarter-hour *Treasury Salute* programs, two of the *Treasury Song for Today* programs and a special message to sponsors, is expected to be ready for distribution by the middle of this month. This audition record may be obtained by written request to the Radio Section of the Treasury War Finance Division. A sales portfolio containing complete information to date will be delivered to stations by the end of this week.

Effort to supply stations with all possible sponsorable material has also resulted in sets of live one minute and half-minute announcements, both of which may be sold to local sponsors and soon will be distributed. Treasury one-minute spot announcements distributed by the OWI continue to be available for sponsorship. Quarter-hour *Treasury Star Parade* programs still are released three per week. Ad copy is prepared through the War Advertising Council, under the supervision of Joe Moran, Young & Rubicam, and C. H. Cotington of Erwin, Wasey & Co. Special effort is being made to reach rural as well as urban potential bond purchasers.

The Fourth Loan, theme of which is "Let's All Back the Attack", will be directed particularly at the individual, whose quota is $5,500,000,000, stressing the purchase of an extra $100 bond. Radio 'round the clock' opening day promotion, as well as network and other bond days, in addition to special programs and rallies as used during previous drives, will be included in the coming campaign. Plans for these are still indefinite.

# Dr. Craig Offers New Video System

## Fla. Physicist Claims Standard Wavelengths Can Be Used

BLUEPRINT for a new system of televising on wavelengths used by standard broadcast stations was outlined in New York last Monday by its inventor, Dr. Palmer H. Craig, physicist of the U. of Florida, working on the project 15 years.

Although the complete system of transmission and reception has not been tested because of the expense of erecting a television station, the component parts of the method have been successfully tested in laboratory, he said.

Dr. Craig's system differs basically from present television transmission in that pictures are picked up in their entirety, camera fashion, broken down into a complex wave and transmitted as a whole, whereas current television pictures are transmitted by a series of individual impulses, which, when translated into black and white at the receiver give the impression of a complete picture.

# Newspaper Subsidy Measure Opposed by Morgenthau, WAC

ARGUMENTS for and against the Cannon Bill (HR-3693), companion measure to the Bankhead Bill (S-1457) passed by the Senate, providing Government subsidies for War Bond advertising in newspapers, were made before the House Ways & Means Committee at hearings last Friday, with Rep. Cannon (D-Mo.) leading an array of witnesses favoring the legislation.

Opposition to the measure was expressed in a statement issued by the War Advertising Council which asserted that it will hinder the war effort, would be wasteful of public funds, would restrict advertising to one medium, and would hurt the permanent interests of the small-town press.

The Committee also had before it a letter written by Secretary of the Treasury Morgenthau to Senator Byrd (D-Va) asking that the Joint Committee On Reduction of Non-Essential Federal Expenditures "lend its weight now in stopping this proposal from becoming law."

### Would Hurt Sales

Referring both to the Bankhead Bill, which appropriates $15 million, and the Cannon Bill, which calls for not less than $25 million, the Secretary stated: "Ostensibly, this proposal was made in an effort to help sell War Bonds. I should like to have it on the record that Treasury officials and the advertising industry are opposed". Mr. Cannon said the bill would help sell bonds, would more equitably distribute the burden of advertising among the American people, and would greatly assist the small newspapers which, he contended, have been adversely affected by war conditions.

The only plausible argument against the bill, he admitted, is that made by those who say that "if they pay the newspapers they'd he asserted, both radio and the motion pictures are making greater profits now than ever in their history and need no assistance from the Government.

Ted. R. Gamble, National Director of the War Finance Division, Treasury Dept., appearing in opposition to the bill, told the Committee the measure might jeopardize the extensive voluntary program developed for War Bond advertising.

Among those testifying in support of the legislation were Albert S. Hardy, president of the National Editorial Assn., and Don Eck, NEA general manager.

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RELIANCE MFG. Co., Chicago (work shirts), on Nov. 22 began sponsorship of the *Doc Hopkins* program, Mondays, Wednesdays and Fridays on WLS Chicago. Contract is for 26 weeks. Agency is Ruthrauff & Ryan, Chicago.

# *SARDI SPONSORING BENEFIT PARTIES*

IN A COMBINED effort to perform a public service, and at the same time increase listeners and promote goodwill for BLUE affiliates, Kellogg Co., and Alaska Pacific Salmon Co., two sponsors of the BLUE program *Breakfast at Sardi's*, are promoting a plan to have network affiliates stage local breakfast parties patterned after the original broadcast from Hollywood.

Primary objective is to rais funds for some local interest suc as the church, the USO or the Re Cross. "Breakfasts" have already been given by WNBH New Be ford, for the YMCA; by WAR Scranton, in cooperation with th Chamber of Commerce, and b WRNL Richmond, in connectio with Navy Day. WSAI Cincinna has scheduled one for Dec. 6 in be half of a home for crippled chi dren.

Stations plan the party in co junction with the organization, th station providing an announcer t impersonate Tom Breneman, pr gram m.c., who contributes tw orchids air express, for the "Go Neighbor of the Day" and copi of the theme song. Kellogg pr vides packages of Pep, while Ala ka Co., furnishes cards good f a package for Minute-Man sou Stores are asked to contrib prizes.

As an inducement to BLUE s tions to cooperate in the par plan, the sponsors offer War Bo prizes totalling $500 to those st ing the best parties on the ba of money raised, total publici and attendance.

## WFNC Grant

CONSENT to the voluntary assig ment of license of WFNC, Faye ville, N. C., was granted last w by the FCC from W. C. Ewing a T. K. Weyher, doing business Cumberland Broadcasting Co., partnership, to Cape Fear Bro casting Co., a corporation. T. Weyher, president (49 1/3%) tains his interest. W. C. Ewi secretary and treasurer (49 2/3 sells half of his shares to John Dawson for $2250. Mr. Ewing beneficiary of the other 1% wh is held by his wife.

## Dunninger for Kem-To

DEMONSTRATIONS in telepa by Joseph Dunninger "Ma Mentalist" will be broadcast on BLUE for Kem-Tone paint, it reported last week. Warwick Legler, New York, is agency Sherwin-Williams Co., Clevelan manufacturer of Kem-Tone. Se is understood to be scheduled start Jan. 5, Wednesday 9-9 p.m. on the full BLUE netwo

## Racing Opposition

MAYOR LAGUARDIA of York, told a Senate subcomm investigating juvenille delinqu on Dec. 3 that radio stations, n papers, wire services and the Office department should be pr ited from transmitting race t information because such info tion was a factor in disru homes and a contributor to enille delinquency.

XUM

**Some National Accounts Now On W-I-T-H**

- Crosse & Blackwell
- American Oil Co.
- Bulova
- Mercirex
- Resinol
- Stanback
- Aspertane
- Royal Crown Cola
- Rem
- Gold Medal Capsules
- Garrett Wine
- Supersuds
- Bond Bread
- Pepsi Cola
- Dentyne
- Ward
- Cocilana
- Tek
- Johnson & Johnson
- ests

# 62% OF THE POPULATION

W-I-T-H's signal reached 62% of Maryland's population . . . concentrated in and around the booming city of Baltimore. No "gopher hole" coverage but listeners where retail sales are highest. For more-listeners-per-sales dollar, consider W-I-T-H, the people's voice in Baltimore.

**THE PEOPLE'S VOICE IN BALTIMORE**

**On the air 24 hours a day—seven days a week**

**WITH**

**Represented Nationally by Headley-Reed**

**Tom Tinsley, *President***

# *WLW, WSAI Join Nets in Providing Coverage of Exchange Ship Gripsholm*

A NEW TWIST in the radio coverage of New York waterfront news—this time the arrival of the exchange ship *Gripsholm* with its load of repatriated Americans last Wednesday, Dec. 1—was the activity of two Mid-West stations, which sent a special staff to obtain firsthand interviews with hometown residents for relay to anxious friends and relatives at home.

The two stations with an eye to the local news value of the event were the two Crosley outlets in Cincinnati — WSAI and WLW. Operating from special headquarters at the Hotel Ambassador, covering for both stations, were five WLW staff men from the Cincinnati office plus the New York representative Eldon Park.

### Correspondent's Interviews Limited

Due to slow pace of the debarkation, as passengers were thoroughly checked by Army, Navy, Customs, Immigration and Department of Justice officials, network coverage during the first day was limited to a few interviews, mostly with journalistic colleagues. Royal Arch Gunnison, Mutual's correspondent, who was in Manila when it fell to the Japanese Jan. 2, 1942, and who with his wife was among the ship's passengers, went on the air at 1:15 p.m. in an interview with Dave Driscoll, director of war services and news of WOR New York.

CBS broke into the Crisco program *Bernadine Flynn*, heard at 1:30 p.m, to broadcast a pickup from the pier handled by Douglas Edwards, announcer, who interviewed UP Philippine correspondent Barney Covitt. NBC also broke into a commercial program to carry a pick-up from Pier F in Jersey City, cancelling Procter & Gamble's Ivory Snow program *Woman of America*, 3-3:15 p.m. for an interview with Robert Cullens, commercial photographer and a member of the Franciscan Fathers. Interviewees appeared to be under some restrictions as to what they could say about their treatment as Japanese internees.

The BLUE confined its coverage of the event to its regular news broadcasts the first day, but scheduled for Saturday a two-way conversation between four children who arrived on the ship, and their mother, who is in Hollywood, and has not seen them for four years. The Hollywood-New York broadcast was scheduled for 7-8 p.m.

Three Far East reporters, Bert Silen and Don Bell, NBC, and Tommy Worthen, CBS, are still alive, it was disclosed last Wednesday by Royal Arch Gunnison, Mutual correspondent, at a press conference in New York following his arrival the same morning on the *Gripsholm* after two years in Japanese prison camps. Since Japanese seizure of Far Eastern territories in which the three correspondents were stationed there have been conflicting reports as to their fate. Mr. Gunnison reported that all three are still imprisoned in the Santa Tomas prison in Manila.

Among the *Gripsholm* passengers was John F. Harris, an official of RCA Communications, who has spent 11 years in the Orient, and Edward Mackay, a former NBC correspondent in Shanghai, who spent seven months in a Jap camp.

## Railway Group Seeking New Personnel by Radio

FACED with the need to fill nearly 3,000 vacancies in the eastern operations of the nation's railroads, the Railroad General Managers Assn., hiring agent for eastern rail divisions, has entered radio for the first time with a four-week campaign on five stations in the New York area.

To reach the average working class family home, where it hopes to recruit rail employes, particularly the extra mail and freight handlers needed at this time of the year, the railroad group has scheduled three to seven announcements daily in early morning and evening spots on WBYN WNEW WEVD WOV and on WAAT, Jersey City. Drive started two weeks ago, and may be extended beyond the four-week period if successful. However results of the railroad's first week in radio were disappointing, with only three applications at the Railroad Retirement Board, employe clearing house, traceable to the radio announcements.

The association turned to radio after it had failed to secure adequate response from various attempts to obtain workers. Handbills and direct appeals to high schools for part-time workers during the holidays have not met with success. Radio supplements a local newspaper campaign which is conducted by the Railroad Retirement Board. Foote, Cone & Belding, New York, is agency.

## Heiney to J-W-T

JOHN H. HEINEY, creator of the recent BLUE series *This Is Official*, has been appointed by J. Walter Thompson Co. to handle special assignment work in Washington. Mr. Heiney formerly was program director of WTOP Washington and before that was with the *Washington Post* as promotion director. Prior to his Washington positions he was with the *Des Moines Register & Tribune* stations. He was a pioneer in the radio quiz field, having originated *Professor Quiz*.

## WCAP Back on Air

WCAP Asbury Park, N. J., silenced April 28 by a forest fire which completely demolished the building, has resumed broadcasting. Added to the announcing staff are Kendall W. MacKay, formerly of KSAN San Francisco, and Wilton De Marco, news commentator. Sylvia Danzig joins the station as home economics director and Mrs. Georgia Anne Roosa as program arranger. V. N. Scholes continues as general manager.

LONDON INTERVIEW of a British housewife is conducted by George C. Biggar (l) of WLW Cincinnati while on tour of England as a guest of the British Information Service. Interview was transmitted to America as a BBC contribution to WLW's *Consumer's Foundation program.* Listening-in on proceedings is J. Warren MacAlpine, BBC North American talks organizer, who produced and announced the program. English housewife is Mrs. Rose Buckner.

## *FM STATION ASKED FOR SPARTANBURG*

CONSTRUCTION permit authorizing a new 10 kw FM station with a coverage of 26,600 sq. mi. and to operate on 43,500 kc was sought in an application filed last week with the FCC by the Spartanburg Advertising Co., licensee of WSPA-WORD Spartanburg, S. C. Land has been purchased on the top of Hogback Mt., 20-25 miles distant from Spartanburg in Greenville county, for the transmitter, which will give the antenna an elevation of 3,515 ft.

Principal stockholders in the Spartanburg Adv. Co. are A. B. Taylor (38%), president; Donald Russell (38%); Walter J. Brown (10%), vice president; and Cassie Connor (8%).

Mr. Taylor is also president of the Taylor-Colquitt Co. (timber creosote treatment) of Spartanburg, a vice-president and director of the Spartanburg Commercial National Bank and a director of the Union Buffalo Mills, Union, S. C. Mr. Brown, former Washington newspaper correspondent and general manager of WORD-WSPA, is now a special assistant to War Mobilization director James E. Byrnes. In addition to being director of the Spartanburg Adv. Co., Mr. Russell is director of the Commercial National Bank, Startex Mills, Saxon Mills, Taylor-Colquitt Co., Piedmont Bldg. & Loan Assn and Excelsior Mills of Union, S. C.

## Clements on Coast

F. W. CLEMENTS PRODUCTS Co., Rochester (Buckley's Mixture), on Dec. 4 started for 26 weeks sponsoring the first quarter-hour of *Hollywood Barn Dance* on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOIN KIRO KFPY), Tuesday 10:30-11 p.m. (PWT). Dave Titus has been assigned producer. Agency is Armand S. Weill Co., Buffalo.

### Ring Recuperating

ANDREW D. RING, senior member of the consulting engineering firm of Ring & Clark, is at home recovering from pneumonia, contracted Nov. 28. He became ill after attending the professional football game in Washington. His temperature was practically normal after treatment with sulpha drugs.

## 3.4% of Americans Want Radios First

### 'Fortune' Study Shows Autos At Top of Post-War Buying

BASED on expressed desires of individuals contacted by *Fortune* magazine only 3.4% of Americans would put a new radio at the top of their shopping list when peace comes.

New cars come ahead of radios for many more people, according to the study, reported in the December issue of the magazine, with 21% putting their automotive desires first. Houses come next, followed by items in the house furnishings group, including radios and radio-phonographs. Furniture, refrigerators, washing machines, stoves, miscellaneous electrical appliances and rugs, all are wanted first by more individuals than those whose first desire is a radio. Adding radio-phonograph combinations, listed first by 0.7%, the radio total would be 4.1%, ranking just between rugs and miscellaneous electrical appliances.

### Demand Requires Stimulating

Based on average set prices of $30 for a radio and $80 for a radio-phonograph, the indicated primary demand would be $56,000,000, as compared with actual 1941 sales of nearly ten times that amount ($539,795,000). It may be pointed out that failure to indicate an item as first choice does not mean that those interviewed are uninterested, or would not buy it after satisfying other wants.

Breaking down the replies by income groups, the lower middle income segment of the population indicated the most interest in post-war buying of new radio sets, while Negroes showed the least interest.

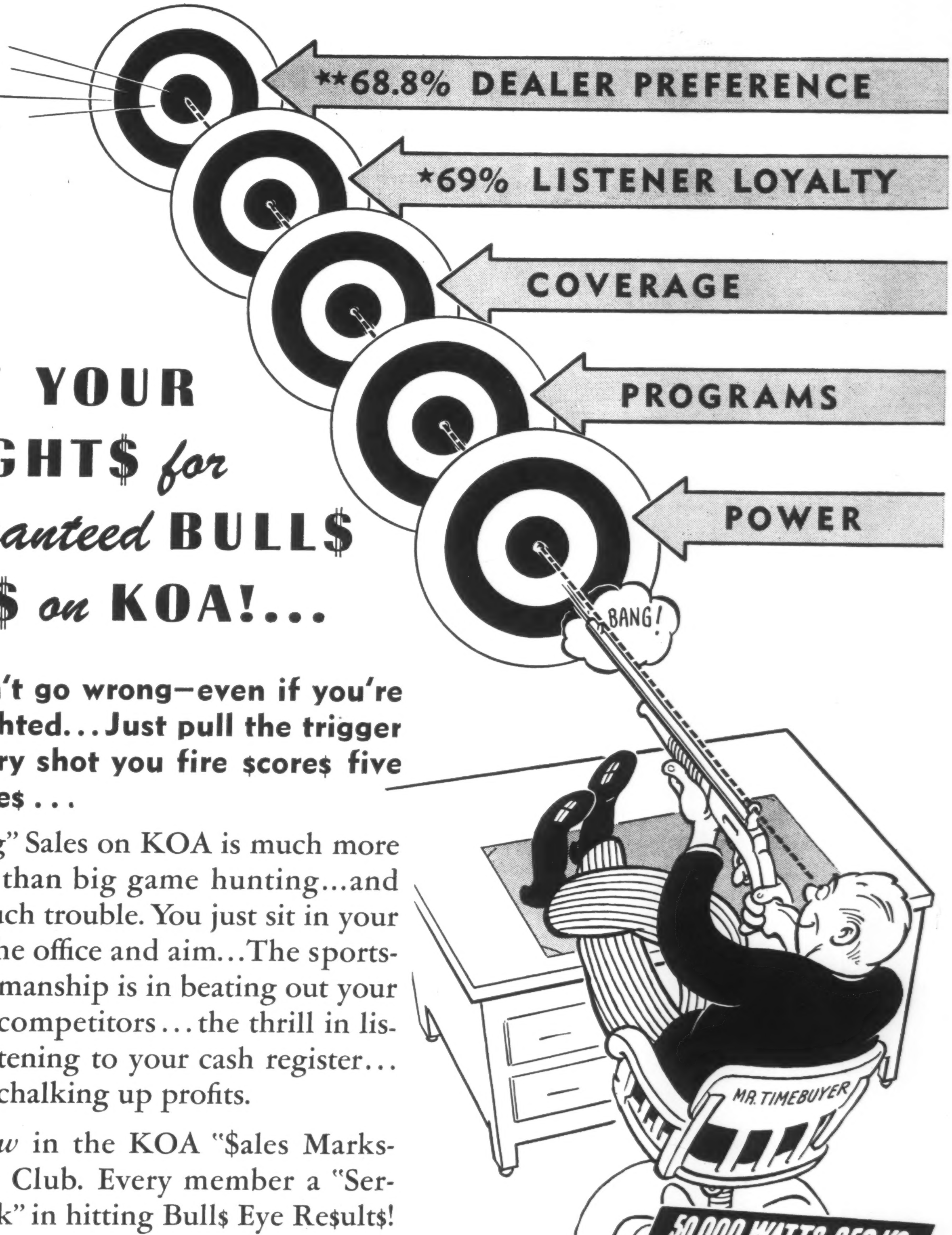
Confirming *Fortune's* findings in considerable degree was another major survey of post-war buying intentions released last week by the U. S. Chamber of Commerce, Washington. This indicated that among the 64% of U. S. families with incomes of less than $4,000, a total of 2,555,000 intend to buy radios within six months after the war's end.

## New Agency Formed

UNDER firm name of Davis & Beaven Adv., Robert J. Davis, formerly vice-president of Brisacher, Davis & Van Norden, has opened offices at 523 West 6th St., Los Angeles. With the latter firm for 14 years, Mr. Davis resigned in mid-November to head his own agency. Associated with him as partner is Herb R. Beaven, also formerly a vice-president of Brisacher, Davis & Van Norden. Names of staff personnel will be released shortly.

NEW daytime serial of WTOP Washington, *Faith Cameron's Christmas*, is heard 10:30-10:45 during the Christmas season under direction of Bailey Axton, telling the factual story of Christmas. New WTOP musical, *Top Tune Time*, made its debut Dec. 4 and will be heard weekly Saturdays at 4:15 p.m., directed by Harold Walters.

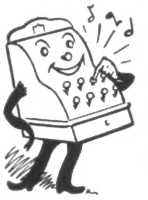
XUM


PING!
**68.8% DEALER PREFERENCE
*69% LISTENER LOYALTY
COVERAGE
PROGRAMS
POWER
BANG!
MR. TIMEBUYER

# $ET YOUR $IGHT$ *for* *Guaranteed* BULL$ EYE$ *on* KOA!...

**You can't go wrong—even if you're near sighted... Just pull the trigger and every shot you fire $core$ five Bull$ Eye$ . . .**

"Shooting" Sales on KOA is much more lucrative than big game hunting...and not so much trouble. You just sit in your chair at the office and aim...The sportsmanship is in beating out your competitors... the thrill in listening to your cash register... chalking up profits.



Enlist *now* in the KOA "$ales Marksmanship" Club. Every member a "Sergeant York" in hitting Bull$ Eye Re$ult$!

●

**NBC Tale of 412 Cities*
***Ross Federal Survey*

**★ Few Stations in the Nation Can Equal KOA's Dominance**

**50,000 WATTS · 850 KC.**
**KOA**
*First in Denver*

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

# 'McCLELLAND' LAUNCHING ON AIR

## Ceremonies Attended by Family, Friends, of Radio's First World War II Casualty

LAUNCHING ceremonies of the *USS McClelland*, a $5,000,000 escort destroyer named for radio's first casualty in World War II, Ensign Thomas Albert McClelland [BROADCASTING, Nov. 29], former chief engineer of KLZ Denver, took place Nov. 28 at San Pedro, Cal., and were recorded by Jack Brundage (l), engineer, and Chet Huntley, of the CBS special events dept.

KNX Hollywood rebroadcast the ceremonies on Nov. 29 and additional pressings of the recording were subsequently released over KOMA Oklahoma City, KVOR Colorado Springs, as well as KLZ. Copy has been sent to Neville Miller, president of NAB, for filing.

Mrs. McClelland, the former Lowell Mae Leffel, christened the new ship. Also present at the ceremonies in addition to high ranking Navy officials were Ensign McCelland's two children, Jane, 14, and Susan, 9; his former employer Hugh B. Terry, manager of KLZ, and Mrs. Terry, who was matron of honor; Mr. and Mrs. J. I. Meyerson of Oklahoma City, representing the Oklahoma Publishing Co.; Maj. and Mrs. Virgil Reams. Mr. Meyerson is secretary of the KLZ Broadcasting Co. and Maj. Reams was formerly a KLZ salesman.

Ensign McClelland died heroically during the attack on Pearl Harbor when his ship, the *USS West Virginia*, was bombed. Although the ship's radio compartment was flooded, he rescued his entire enlisted personnel, and then collapsed, victim of gases which had filled the compartment. He was posthumously awarded the Purple Heart for gallantry in action.

## *CAB NAMES GROUP TO MEET WITH CBC*

A COMMITTEE to see the Canadian Broadcasting Corp. on commercial relations between the CBC and private Canadian stations, particularly in relation to the new CBC Dominion network, was appointed by the directors of the Canadian Association of Broadcasters at their directors' meeting at Toronto, Nov. 29 and 30.

Main topic was the agenda for the forthcoming meeting to be held Feb. 14-16 at Quebec. This is to include the adoption of a policy on political and religious broadcasting, standardization of rate structure which went into effect this year and still requires a formula on one-minute spots and flashes, a report on the public relations committee, work done toward establishment of a standardized station coverage method. Two new stations were accepted into CAB membership, CFLC Brockville and CHLP Montreal.

Present at the meeting were: Harry Sedgwick, CFRB Toronto, chairman of the board; Glen Bannerman, president and general manager; Dick Rice, CFRN Edmonton, vice-chairman; Harold Carson, CFAC Calgary; A. A. Murphy, CFQC Saskatoon; George Chandler, CJOR Vancouver; Jack Cooke, CKGB Timmins; J. E. Campeau, CKLW Windsor-Detroit; N. Nathanson, CJCB Sydney; L. W. Bewick, CHSJ St. John; Arthur Evans, secretary-treasurer. Absent were Phil Lalonde, CKAC Montreal; and N. Thivierge, CHRC Quebec.

## Kolynos Latin Plans

KOLYNOS Co., Jersey City, subsidiary of American Home Products Corp., for Kolynos tooth powder, is planning a Latin American advertising campaign which will include a transcribed quarter-hour program, newspaper and magazine space. Irwin Vladimir & Co., New York, is export agency.

## Soy Spots

SOY FOOD MILLS, Chicago (Golden Wheat-soy Mix) in November began sponsorship of a varied schedule of spot announcements and participation shows on WOR WJZ WBBM WTMJ WAIT WCAE WTCM WXTZ KMBC WTUP WLW WMC WCAU. Contract schedules vary. Agency is Jim Duffy Inc., Chicago.

## Elgin Drops Series

ELGIN NATIONAL WATCH Co., Elgin, Ill., will discontinue *The Man Behind the Gun* at the conclusion of a 13-week run Dec. 25, vacating the Saturday 7-7:30 p.m. period on CBS. No future radio plans have been announced. Agency is J. Walter Thompson Co., Chicago.

### Planters Regional

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., will begin sponsorship of quarter-hour news programs Mondays through Fridays on Dec. 20, originating at WCKY Cincinnati and carried by a regional network composed of WCKY; WING Dayton; WIZE Springfield; WCOL Columbus. Rex Davis, WCKY news editor-in-chief will be commentator. Agency is Goodkind, Joice, & Morgan,

## Abbott & Costello, Off 8 Months, Make CAB 10

DESPITE eight-months off the air, *Abbott & Costello*, which returned Nov. 4, attained a rating of 26.0, placing it among the 10 network leaders, according to the second report of the Cooperative Analysis of Broadcasting for the 1943-44 winter season. *Fibber McGee & Molly* ranked first, followed by Bob Hope, second, and *Lux Radio Theater*, third. The remaining programs in order are: *Chase & Sanborn*, Jack Benny, *Maxwell House Coffee Time*, *Aldrich Family*, *Red Skelton*, *Sealtest Village Store*, and *Abbott & Costello*.

*Fibber McGee & Molly* also headed the list for November 1942, while Jack Benny placed second, *Chase & Sanborn* third and Bob Hope fourth, followed respectively by *Lux Radio Theater*, *Aldrich Family*, *Kraft Music Hall*, *Maxwell House Coffee Time*, Kay Kyser and *Red Skelton*.

## MBS Program Board Will Release New Plans Soon

CULMINATING a three-day session Dec. 1 at the Drake Hotel Chicago, the program board of MBS announced that a statement resulting from their deliberations on new programs and programming plans for affiliated stations would be released within the month.

Representatives of MBS at the meeting included Dolph Opfinger, MBS New York; Linus Travers, Yankee Network; Julius Seebach, WOR New York; Frank Schreiber, WGN Chicago; L. A. Weiss, Don Lee network; Pinky Hunter, WHK Cleveland; and Miller McClintock, president of MBS and chairman of the program board. The MBS executive committee is comprised of Mr. McClintock; H. K. Carpenter, WHK Cleveland; Ted Streibert, WOR New York; W. E. MacFarlane, WGN Chicago; John Shepard 3d, Yankee Network; and Mr. Weiss.

## Hallicrafters 10th

HALLICRAFTERS, world's largest exclusive manufacturers of shortwave equipment, celebrated its 10th anniversary Nov. 26 with a surprise dinner in honor of W. J. Halligan, president and founder. Responding to tributes, Mr. Halligan gave full credit to the employes for the success of the company and the part its products are playing in winning the war. Ray Durst, vice-president, attributed the growth of the firm to the cooperation of employer and employes.

**Mr. Halligan**

## Bentley to Return

AFTER a month in the British Isles making special transcriptions of life in England, Julian Bentley, WLS Chicago news editor, will return to the U. S., Glenn P. Snyder, general manager of WLS, announced last week.

## *LEWIS SUSPECTS SABOTAGE EFFORT*

FIRE of undetermined origin damaged the suite occupied by Fulton Lewis jr., MBS Washington commentator, and Fred Morrison, his assistant, in the Town House, Los Angeles, last Thursday. Mr. Morrison was slightly injured.

Firemen said the blaze appeared to have resulted from a carelessly thrown cigarette, but Mr. Morrison denied that he had been smoking in bed. Mr. Lewis said the fire may have been an attempt to burn valuable papers and disrupt his broadcasts. Mr. Morrison reported $200 missing following the blaze.

Mr. Lewis and Mr. Morrison were on the West Coast to transcribe records relative to the activities of Hans Wilhelm Rohl, Los Angeles German alien who became an American citizen three months before Pearl Harbor while his firm was carrying out secret building contracts for the Army in Hawaii.

## 'Town Meeting' Contest

WAR BONDS totaling $50,000 will be awarded in a nationwide contest for the best plans to stimulate postwar employment, it has been announced by George V. Denny, Jr., moderator of *America's Town Meeting of the Air*, heard 8:30 to 9:30 p.m. Thursdays on the BLUE. Contest is open to all U. S citizens, including those in the service. Copies of the winning plans will be distributed to government officials and agencies concerned with postwar problems.

## KICD Joins MBS

KICR Spencer, Ia., on Dec. 5 becomes a member of Mutual by affiliation with North Central Broadcasting System, MBS group. Station is operated by Iowa Great Lakes Broadcasting Co., on 100 watts 1240 kc.

### Westinghouse Increase

WESTINGHOUSE Electric & Mfg. Co. war shipments were the highest in company history during the month of October, with net sales of $63 million, an increase of 3% over August, the previous high month.

## Fibber McGee and Molly Head Hooper 1st Fifteen

HOOPER "national" program ratings report of Nov. 30 shows *Fibber McGee & Molly* first, Bob Hope second and Charlie McCarthy third in the list of "first fifteen" evening programs, and also shows a rise in the number of nationally sponsored network programs from 114 for a similar report in 1942, to 131 for this year.

Other evening programs in order of their rating among the "first fifteen" were *Lux Radio Theatre*, *Aldrich Family*, Jack Benny, Frank Morgan-Fanny Brice, Walter Winchell, *Mr. District Attorney*, Abbott & Costello, *Screen Guild Players*, Joan Davis-Jack Haley, Kay Kyser (first half-hour), Burns and Allen, and *Great Gildersleeve*. For the fifth consecutive report, Red Skelton leads those programs broadcast after 10:30 p.m., and therefore not measured in the eastern time zone.

# Grover Whalen drops in with a Token for Okun

A FEW Saturdays ago, a suave, bow-tied gentleman wandered into our studios.

We recognized him at once—any New Yorker would—from the old World's Fair days. We remembered the host of that fabulous carnival, the man whose amazing sense of publicity corralled millions into Flushing Meadows, made the Fair one of the great spectacles of our age.

A civilian defense pin now replaced the familiar boutonniere. But Whalen was still on the job—this time as head of New York's vast CDVO.

"Is Lilian Okun around?" he inquired at the desk.

She was just beginning her broadcast. Before we knew what hit us, he was on the air with her.

And then we knew.

You see, Lilian Okun conducts our "Civilian Defense News" show. In fact, since a few days after Pearl Harbor she's been driving vital defense messages across, recruiting everything from typists to tires.

Now Grover Whalen explained his mission. WMCA's spectacular performance was not unrecognized. The CDVO chairman himself was here to say so and under his arm he bore an important token. A *Certificate of Merit,* highest civilian defense award, paying tribute to WMCA and "Civilian Defense News" for "patriotically and generously promoting participation in all phases of Home Front activity."

But this is a public service feature—where does an advertiser fit in? Simply that a station which pulls such recognized response (Grover Whalen himself is a past-master of mass appeal) and is acknowledged as an outstanding promotion medium in this huge city—that station has an audience you can depend on. *People who generously give generally spend!* And that's the kind of folks you reach on WMCA. Worth more than a passing thought? You bet!

**wmca** NEW YORK

Representative: Weed & Company • Chicago, Detroit, Hollywood, Boston

AMERICA'S LEADING INDEPENDENT STATION

# Radio's Achievements at Front Lauded at Educators Session

## Army's Salute Given at Chicago by Col. Kirby; McClintock Describes Power of Broadcasts

"THE SALUTE of the Army" was given to American radio at the convention of several hundred educators and radio leaders at the fourth annual School Broadcast Conference in Chicago last week, when Col. Edward M. Kirby, chief of the Radio Branch, Bureau of Public Relations, U. S. Army, and principal speaker, told how "Radio Fights on All Fronts."

"The mission of Army radio," he said, "is to convey the military facts of the war to the American people. In cooperation with the American system of radio, it crosses the seven seas to bring you front-line reports from the battlefields of the world, day in and day out. It utilizes every section in the program structure of networks and radio stations. Its methods and techniques are as varied and as multitudinous as are the problems of the Army and of the soldier. It has sought the cooperation of American radio, both at home and abroad, and it has never failed to receive it. For this the salute of the Army."

Col. Kirby went on to describe the hazards and handicaps of reporting a war, the use of the magnetic wire recorder as a "missing link", of new equipment being readied, and how this war differs from others in that being total war it needs the full support of those at home for success.

### Award to Kent

Keynote event was the presentation of the "Award of Merit" to Maj. Harold W. Kent, president of the Assn. for Education by Radio and director of the Radio Council of the Chicago Public Schools, now on military leave in Washington.

On the three-day conference agenda, which began Nov. 28 with a *Quiz Kids* broadcast fed into the Morrison Hotel, Chicago, from the BLUE Hollywood studios, in which James Lawrence Fly, FCC chairman, participated with a one-minute address from Washington, the sessions were given over to talks by M. S. Novik, director of WNYC New York; Miller McClintock, president of MBS, and Richard S. Lambert, supervisor of educational broadcasts, CBC Toronto.

Mr. Novik compared Axis and American broadcasting in his talk, saying, "Propaganda is just a corollary of education, and like education it has its technique and purpose. We have propagandized for democracy and the American way of life in days of peace," he said, "and we do the same in wartime with few essential differences."

**HOW THE AMERICAN** public is being informed of important news events by world-covering radio reporters was told by Col. Edward M. Kirby (center), chief of the radio branch of the Army's bureau of public relations on the WLS Chicago broadcast of *School Time*, Nov. 29, at the meeting in Chicago of some several hundred educators attending the fourth annual School Broadcast Conference. Jerry Lester (left), conductor of the program, and Squadron Leader Basil Atherton, liaison officer, RAF, are with Col. Kirby.

As another speaker on the panel devoted to the educational aspects of radio, Mr. McClintock stated that "American radio, after only 20 years of growth, is the most potent educational influence for the masses of our people which has ever been developed." While Mr. McClintock said he believed that educators could learn much from the creative ability of radio, he stressed the fact that the industry "should give closer heed to the objectives and techniques of formal education."

The responsibilities of educational radio to the listener and of the listeners to radio was brought forth in the address of Leon Levine, CBS assistant director of education.

## CBS News Lineup

CBS has rearranged its 11-11:15 p.m. news period, assigning each news analyst heard in the last five-minute commentary portion of the programto a specific day in the week. New schedule, which goes into effect this week, is designed for the greater convenience of the listener in locating the commentator of his choice. Following a straight newscast 11-11:10 p.m., CBS news analysts will be heard on successive days of the week as follows: William L. Shirer, Quincy Howe, William L Shirer, Bill Henry, Quincy Howe, Maj. George Fielding Eliot and Everett Holles. Ned Calmer presents the news report Monday through Friday, while Harry Clark fills the Saturday and Sunday newscasts.

## KWBU Opens Dec. 15

HOMER HOGAN, national representative in Chicago for KWBU Corpus Christi, Texas, announces that the new 50,000 w station will go on the air Dec. 15 with a full schedule of programs. The staff of KWBU will be announced at an early date.

## Tidewater Spots

TIDE WATER ASSOCIATED OIL Co., New York, on Nov. 8 started a new campaign of live spot announcements on nine stations, run ning at the rate of 70 a week through Feb. 8. Oil firm continues a cycle of music and sports programs and electrical transcriptions on five other stations. A campaign in 200 eastern newspapers has been supplemented by a drive in 75 to 100 papers in the mid-continental area. Lennen & Mitchell, New York, handles the account.

## BBC Denial

THE BBC has issued a strong denial to program restrictions attributed to it in the *London Sunday Chronicle*, and picked up by American newspapers, two of which—the New York *Times* and *Tribune*—carried editorial attacks on the alleged BBC bans last week. The BBC refuted the report that it banned the American southern accent, jokes about American soldiers, "swinging the classics" and mention of intoxicating drinks.

## Two Join Texas Net

KFRO Longview, and KBWD Brownwood, Texas, on Nov. 15 and Dec. 1, respectively, became affiliates of the Texas State Network, which automatically makes them outlets of Mutual. KFRO, owned by the Voice of Longview, operates fulltime on 1000 watts, 1370 kc., while KBWD, also fulltime on 1,000 w, operates on 1380, with Brown County Broadcasting Co. as owner.

## 78% in Canada

CANADIAN homes are 78% radio equipped according to the findings of the 1941 census, the Dominion Bureau of Statistics reports. Every tenth home was questioned during the census as to radios in the home. This sample shows that out of a total of 2,572,590 occupied dwellings, 1,996,620 have radios in operation.

## Pulp-Paper Drive

PULP & PAPER INDUSTRY of Canada, Montreal, has started spot announcements in English and French on a number of eastern Canadian stations urging farmers to cut pulp wood during the winter months. Account was placed by Cockfield Brown & Co., Montreal.

## C & B Discs

CROSSE & BLACKWELL Canadian Co., Toronto, has started a dramatized transcribed spot announcement campaign daily on a number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

## Continental Renewal

CONTINENTAL BAKING Co., New York, is understood to have renewed for another year its national campaign of transcribed spot announcements. Ted Bates Inc., New York, places the business.

J. ACKERMAN BRIGGS, advertising manager of the Kellogg Co., Battle Creek, Mich., has resigned effective Jan. 1, to open a new office for Kenyon & Eckhardt Adv. in Hollywood, Cal., early next year.

## Too American

"UNDUE devotion" of New Zealand broadcasting authorities toward American radio features was criticized in a radio column by "Ulysses" in *The New Zealand Observer*. The columnist lists a week's evening programs, showing the preponderance of such American programs as *Spotlight Band*, OWI features, *Command Performance*, etc., which Ulysses feels "that one can have too much of". He adds that "Freddie Waring must have been wearing himself out (sorry)" because he appeared in the listings so often.

## Republic Film Spots On New York Stations

REPUBLIC PICTURES, New York, scheduled a daily average of 46 announcements on four New York stations — WOR WNEW WABC WOV—last week to back the Broadway premiere Dec. 4 of "In Old Oklahoma", based on Thomas Burtis' story *War of the Wildcats*. In addition to live commercials concentrated in the daytime periods, Republic used subway and billboard posters, and additional lineage in eight New York papers. Similar pre-release radio campaigns are running or are planned in all basic cities. Donahue & Coe, New York is the agency for Republic Pictures.

## Laguardia at Club

PRAISING radio for the good job it is doing now and foretelling its great potential influence in the post-war world, Mayor Fiorello H. Laguardia of New York touched on various problems radio is facing in a brief talk Dec. 2 at the Radio Executives Club of New York. Morris Novik, director of WNYC, was at the speakers table, as was James Lawrence Fly, chairman of the FCC, and Mark Woods, president of the BLUE. Out-of-town guests included Jake Embry, WITH; Stillwell Brown, WHCU; Tom Price, WWSW; Howard Chamberlain, WLW; Dewey Long, WEIL; Alex Sherwood, Standard Radio; Erwin Cowper, WTIC; E. R. Petersos of the Chicago staff of the BLUE; Frank Bishop, KFEL, and Wally Walker WJHP. Murray Grabhorn, BLUE spot sales and president of the club, announced that the Dec. 16 meeting would be a business session.

## WSPB Now on CBS

WSPB Sarasota, Fla., is now operating as a CBS bonus affiliate with 250 watts on 1,450 kc. Failure to secure wires delayed the start of operations on a network basis until last week.

NEW ADDITION to the executive staff of Blackett-Sample-Hummert, Chicago, is James P. Duffy, formerly director of advertising and sales promotion of the Jacob Ruppert Brewery, New York, and advertising manager of the D.L.&W. Blue Coal Co., New York. Mr. Duffy will continue with the firm of Dancer-Fitzgerald-Sample when the B-S-H company dissolves Jan. 1, 1944.

## YOU BRING THE DUCKS!

If WKY invited you over for a duck dinner, it certainly wouldn't ask you to bring the ducks.

Nor when you are asked to put your program on WKY does it expect you to bring your own audience.

WKY can straightforwardly sell advertisers the largest audience of any Oklahoma City station. It offers by far the largest "coverage", too. The latter, however, would indeed be an empty decoy were it not for the fact that 44.0% of the morning audience in Oklahoma City is WKY's, 57.4% of the afternoon audience, and 53.2% of the evening audience (Hooper summer report).

If your program is good enough to attract more and more audience, you can do it much easier on WKY with a far bigger head start than is possible on any of Oklahoma City's three other stations.

**WKY**

**OKLAHOMA CITY**

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

# OWI Radio Spots on Canning Draw 1$\frac{1}{2}$ Million Book Requests

## Offer Made During Period of Only One Week; Wartime Nutrition Guide to Be Issued

THE GREATEST mail pull traceable to any single OWI radio campaign was revealed last week when the Dept. of Agriculture tabulated the inquiries it received for the booklet entitled *Wartime Canning of Fruits and Vegetables.* Of 2,500,000 requests for this booklet, produced by all media, more than 1,500,000 came directly from the OWI radio announcements. The response was the more remarkable because the offer of the booklet was made for only one week on but two of the radio allocation plans.

### Announcement Plan

Radio for this purpose comprised: (1) Announcements on 27 sponsored programs (430 station broadcasts) on the National Spot and Regional Network Allocations for the week of Aug. 16, and (2) a week of 21 announcements on the KW group (403 stations) in the Station Announcement Plan. In addition to this time, the booklet was mentioned in the Women's Radio War Program Guide for August as one of six subjects worth handling by local station homemaking programs and women commentators.

It is probable that the total response due to radio was greater than the 1,500,000 traceable to the OWI programs. Only inquiries addressed "Home Canning, Washington, D. C." were counted as coming from radio, although the booklet was mentioned on other non-official radio programs which gave different addresses. The short address, devised by the OWI Radio Bureau, economized broadcast time for the announcement and made it much easier for listeners to remember. It is probable that many thousands of inquiries resulted from this feature alone.

A significant feature of the home canning mail pull is the fact that out of an estimated 25,000,000 families expected to do home canning, only 7% were estimated as canning for the first time. The purpose of the announcements and of the booklet was to get people to can the right way—in order to protect the public from possible illness due to spoilage and to conserve food which might otherwise be wasted. No detailed explanation of methods being possible over the air, the No. 1 job for radio was to get requests for the booklet.

A comparable test of the pulling power of OWI messages will come the weeks of Jan. 3 and Jan. 10 when the Wartime Nutrition Guide will be offered on the Station Announcement Plan. This will be the first write-in offer of general appeal to be made on OWI domestic radio allocations since the home canning booklet was featured. As in the former campaign, a short address will be used, "Basic 7, Washington 25, D. C."

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## Commerce Dept. Urges Small Ads to Save Paper

TO SPREAD the available advertising space in publications, the Dept. of Commerce suggests, in the December issue of *Domestic Commerce*, that the size of advertisements be cut down, and that national advertisers add smaller publications to their schedules as a means of strengthening these periodicals.

The article states emphatically that the Commerce Dept. attitude toward the information industry is well known. "We have consistently advised a continuance of advertising to maintain goodwill and to protect trademarks whether or not consumer goods are available. However, both advertisers and publishers are faced with a serious threat —the paper shortage."

In advocating the use of smaller ads as a remedy, the article points out that publishers' sliding scales return higher revenues from small space advertising.

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## WNBH Files Application For Facilities of WOBC

COINCIDENT with action by the FCC last week denying in default the application of WOBC West Yarmouth, Mass. for renewal of license, E. Anthony & Sons Inc., licensee of WNBH New Bedford, Mass., filed an application for the station's facilities. It is understood that Anthony purchased the physical equipment of WOBC recently at a public sale.

WOBC, according to the FCC, has been off the air for several months because of economic conditions. It failed to appear at a hearing scheduled Oct. 26. The principals were Harriet M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. The station was assigned to 1240 kc with 250 watts. The Anthony Co., in addition to operating WNBH also publishes the *Standard-Times Mercury* at New Bedford.

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## Saginaw Situation

Editor BROADCASTING:

We note on page 10 of your Nov. 29 issue of BROADCASTING the listing of WSAM under the common ownership of Standard Stations.

May we call to your attention the fact that Mr. Peet holds no stock in WSAM, and the information is erroneous. Correction to the radio industry will be appreciated.

ROCKWELL C. FORCE
Manager
Saginaw Broadcasting Co.

Nov. 29

### Pacific Pickup

PLEASANTLY surprised was Pvt. Rodney L. Stanley to pick up his hometown 250 watter WCBI Columbus, Miss., while stationed on an outpost somewhere in the South Pacific. Station officials have verified the report. Rodney writes to his mother "It was the best sound I have heard since arriving here. It sure makes a fellow feel good to hear or receive something from home."

## *WJR NAMES BURKE IN REORGANIZATION*

Mr. Burke

CHARLES BURKE has been named sales manager of WJR Detroit in a staff reorganization to meet manpower conditions and facilitate greater operations efficiency. Also promoted is William Seibert of the accounting department, who has been advanced to assistant treasurer.

Basic setup for WJR now is: George A. Richards, president and chief executive; Leo J. Fitzpatrick, vice-president and general manager; P. M. Thomas, secretary-treasurer, in charge of engineering and accounting; Owen P. Uridge, assistant general manager. Working under Mr. Thomas are M. R. Mitchell, engineer in charge of transmitter, and A. Friedenthal, master control. Under Mr. Uridge are: George Cushing, news editor; Mark Haas, advertising manager; Charles Burke, sales manager; and Franklin Mitchell, director of operations.

Ruth F. Crane continues as commercial editor; Eric Howlett, production manager; Geraldine Elliott, director of continuity; and G. McPhillips, manager of program traffic. William A. Alfs continues as legal counsel.

## Paul Chamberlain Head Of G-E Transmitter Sales

Mr. Chamberlain

PAUL L. CHAMBERLAIN has been named Manager of Sales, Transmitter Division, Electronics Dept., General Electric Co., Schenectady, C. A. Priest, division manager, announced. Mr. Chamberlain has been with the company two years in charge of the Army Aircraft Section of the Government Division.

Mr. Chamberlain was radio sales manager for the Ochiltree Electric Co., G-E distributor at Pittsburgh, prior to joining G-E. He had previously supervised district sales of radio receivers for a number of firms. Earlier, he had been associated with the Brunswick Phonograph Co., the Colin B. Kennedy Corp., and the Century Electric Co. He is a native of Wilmington, Ill., and attended Washington U., St. Louis.

# 'Special Service' Renewed by FCC

## Authorizations Granted To KFAR, WRUF, KPQ, WDAE

THE DEVICE OF "special service authorization", which fell into disfavor last year following court attack was reinstated by the FCC last week in several actions.

KFAR Fairbanks, Alaska was granted such an authorization to operate on 660 kc with 1,000 w power unlimited time until June 1, 1944, subject to certain interference limitations. The action, however, was premised on wartime service needs in Alaska and is regarded as temporary. KFAR has operated on 610 kc with 5,000 w. The 660 kc channel is the WEAF New York clear channel but because of geographical separation, the assignment was said to be in accordance with the terms of the Havanna Treaty covering Class 1-A assignments.

### Denver Protected

At its Nov. 30 meeting the FCC also authorized WRUF Gainesville, Fla. to operate unlimited time with 100 w after sunset and 5,000 w until sunset at Denver on 850 kc. A special service authorization, this was the first time the U. of Florida station has been authorized to operate beyond limited hours. The station is an MBS outlet. KOA Denver is the dominate station on the frequency, now a 1-B channel.

KPQ Wenatchee, Wash., was granted an extension of its special service authorization to operate on 560 kc with 500 w night, 1,000 w local sunset until Feb. 1. This authorization is temporary pending completion of previously authorized construction.

WDAE Tampa was denied a special service authorization to operate on 770 kc with 5,000 w unlimited time with a directional antenna at night. The station had sought the authorization until Aug. 1, 1944, on the WJZ clear channel. It now operates on 1,250 kc with 5,000 w fulltime.

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## 'Record' Sells WHAT

WHAT Philadelphia last week filed with the FCC an application for voluntary transfer of control of its licensee corporation, Independence Broadcasting Corp., from the *Philadelphia Record* to William A. Banks through the purchase of 200 shares (100%) for $22,500. Mr. Banks has been a salesman at WIP Philadelphia for the past 14 years. The *Record* was given approval to acquire the station July 5, 1940.

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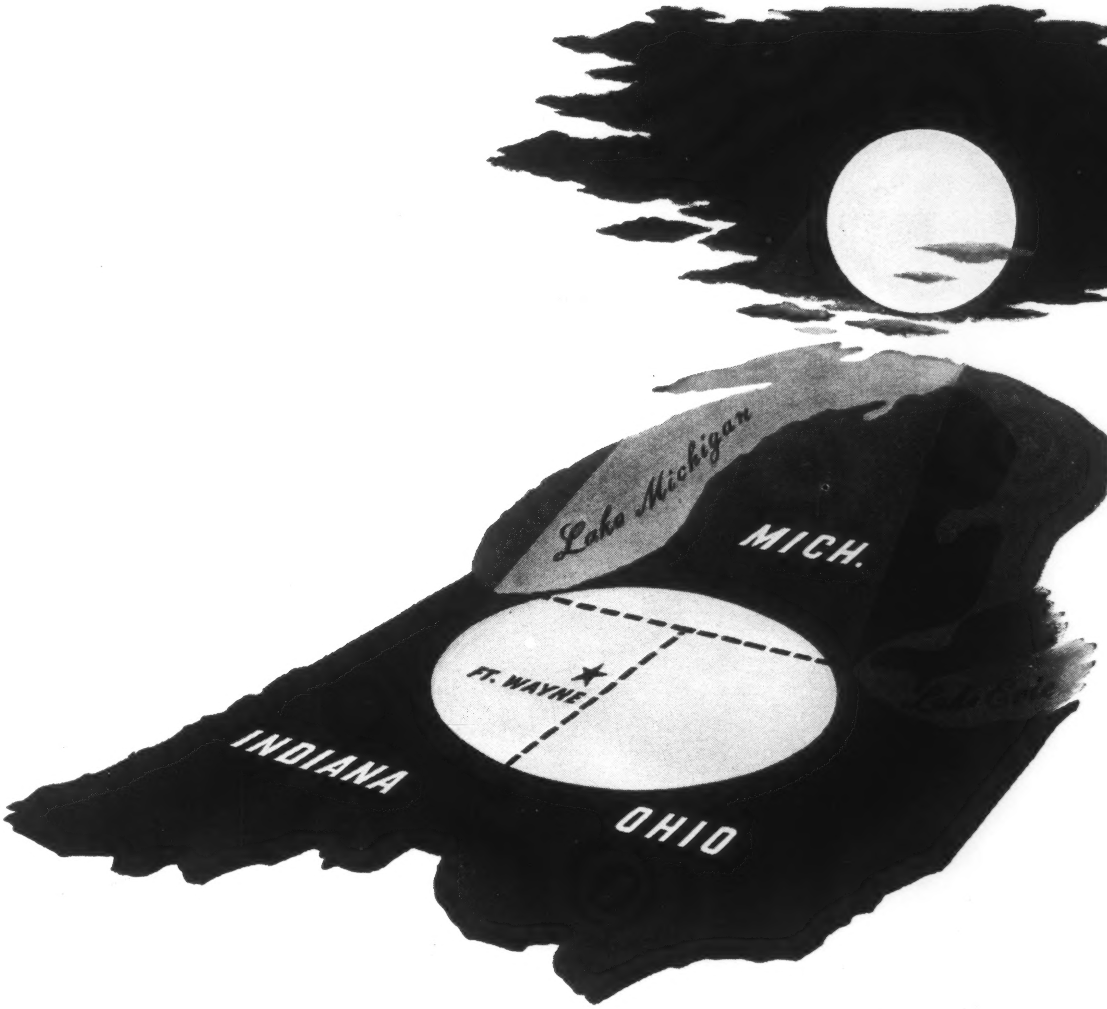
## Television Society Meeting

PAUL KNIGHT, program Manager of Philco Corp., Philadelphia, and C. Worthington Minor, program manager of CBS Television in New York, will speak at a meeting of the American Television Society, at the Capitol Hotel, New York, Dec. 9.

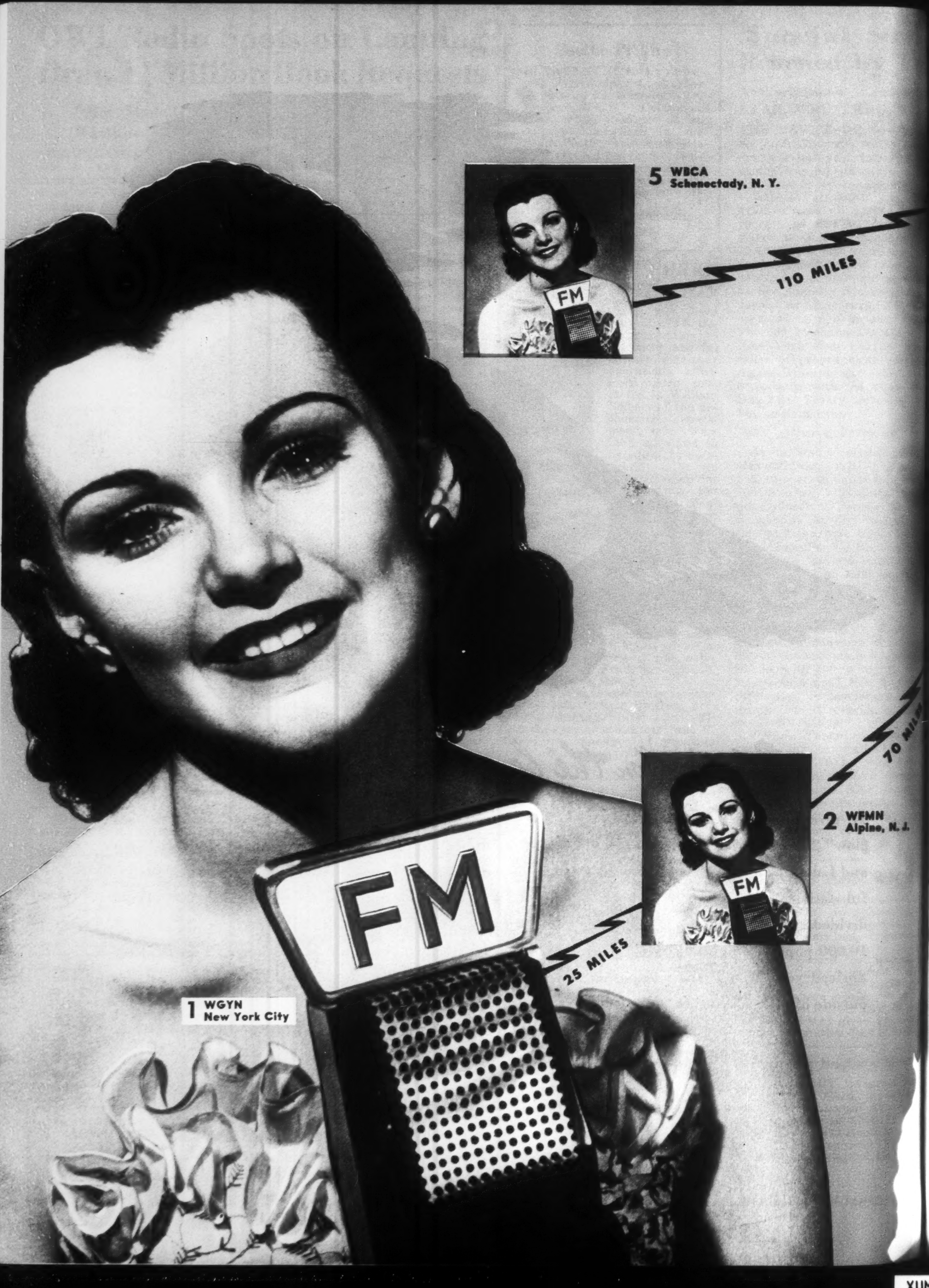


# You're "on the beam" with WOWO

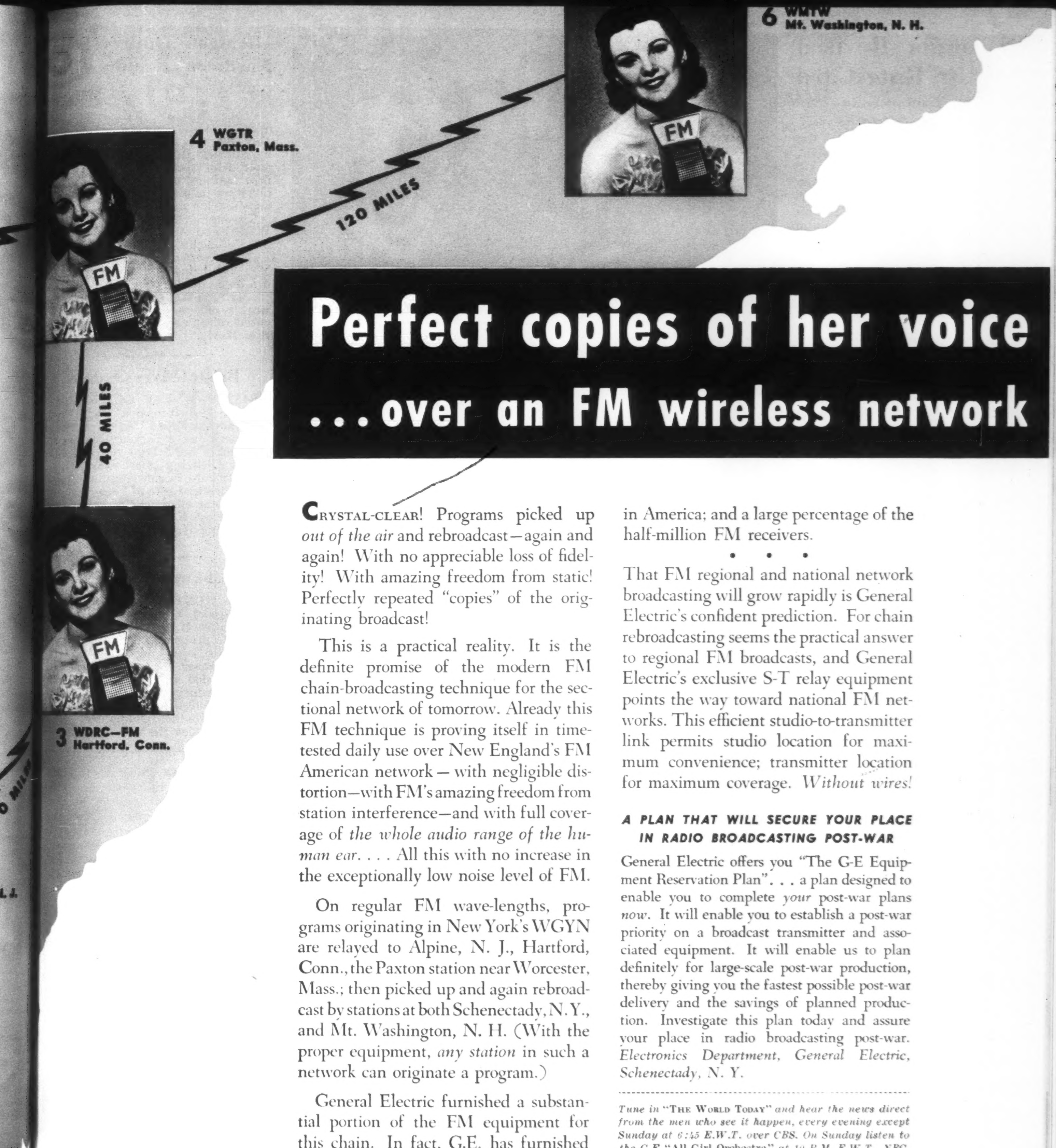
To give advertisers and time-buyers a quick picture of the WOWO Market, we show you a "moonglow" 200 miles in diameter, a vast circle with its upper rim touching the lower tips of Lake Michigan and Lake Erie. ★ That is the relative position and that is the Primary Area of Indiana's most powerful station. Two million typical Americans live, love, and labor in this area and they are about evenly divided between city people and farm folk. In the 64-county primary WOWO Market are 21 cities of 10,000 population and up. ★ When making up your schedules, don't let the name "Fort Wayne" mislead you. That is the originating point of the broadcasts, but 92% of the WOWO Market lies *outside* of Fort Wayne. That's not "moonshine."

**WESTINGHOUSE RADIO STATIONS Inc**
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

**WOWO**
FORT WAYNE
INDIANA'S MOST
POWERFUL STATION


5 WBCA Schenectady, N. Y.
110 MILES
70 MIL
2 WFMN Alpine, N. J.
25 MILES
1 WGYN New York City
FM
FM
FM

XUM



# Perfect copies of her voice ...over an FM wireless network

CRYSTAL-CLEAR! Programs picked up *out of the air* and rebroadcast—again and again! With no appreciable loss of fidelity! With amazing freedom from static! Perfectly repeated "copies" of the originating broadcast!

This is a practical reality. It is the definite promise of the modern FM chain-broadcasting technique for the sectional network of tomorrow. Already this FM technique is proving itself in time-tested daily use over New England's FM American network — with negligible distortion—with FM's amazing freedom from station interference—and with full coverage of *the whole audio range of the human ear*. . . . All this with no increase in the exceptionally low noise level of FM.

On regular FM wave-lengths, programs originating in New York's WGYN are relayed to Alpine, N. J., Hartford, Conn., the Paxton station near Worcester, Mass.; then picked up and again rebroadcast by stations at both Schenectady, N. Y., and Mt. Washington, N. H. (With the proper equipment, *any station* in such a network can originate a program.)

General Electric furnished a substantial portion of the FM equipment for this chain. In fact, G.E. has furnished more than a third of all FM transmitters in America; and a large percentage of the half-million FM receivers.

• • •

That FM regional and national network broadcasting will grow rapidly is General Electric's confident prediction. For chain rebroadcasting seems the practical answer to regional FM broadcasts, and General Electric's exclusive S-T relay equipment points the way toward national FM networks. This efficient studio-to-transmitter link permits studio location for maximum convenience; transmitter location for maximum coverage. *Without wires!*

### A PLAN THAT WILL SECURE YOUR PLACE IN RADIO BROADCASTING POST-WAR

General Electric offers you "The G-E Equipment Reservation Plan". . . a plan designed to enable you to complete *your* post-war plans *now*. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate this plan today and assure your place in radio broadcasting post-war. *Electronics Department, General Electric, Schenectady, N. Y.*

*Tune in* "THE WORLD TODAY" *and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to the G-E "All Girl Orchestra" at 10 P.M. E.W.T., NBC.*
*BACK THE ATTACK—BUY WAR BONDS!*

**GENERAL ELECTRIC** FM·TELEVISION·AM

160-B11

*See G.E. for all three!*

# Discounts Revised In MBS Rate Card

### New Plan Conforms to That Used by Other Networks

A NEW discount structure for Mutual advertisers, with a dollar volume discount system substituted for the former frequency discount method, is contained in the network's new rate card, No. 12. This is similar to the discount plans of other networks and "will facilitate comparison of Mutual values within the industry," MBS explains. New card went into effect Dec. 1, with the new rates retroactive to Nov. 1.

Under the new plan discounts are allowed advertisers with evening weekly billing of $1,000 or more, starting at 2½% for split-network advertisers and 3½% for advertisers using 41 basic stations and at least 19 stations from the basic supplementary and special supplementary groups. Maximum dollar volume discount is 27½% for advertisers spending $23,000 or more a week for time on MBS.

### Double Discounts

Advertisers using 110 stations or more earn additional discounts of 5% for basic and basic supplementary stations and 10% for special supplementary outlets, these discounts being doubled if the full MBS network is used. Maximum discounts are 50% for basic and basic supplementary groups and 60% for the special supplementary group, a downward revision from the former maximum discount of 50% for basic, 60% for basic supplementary and 75% for special supplementary stations. Mutual advertisers with gross billings of $1,200,000 within a 52-week period are allowed maximum discounts on all facilities used.

# T. K. Quinn Quits Maxon Giving Fulltime to WPB

T. K. QUINN, president of Maxon Inc., New York national advertising agency, who has been serving as director general of the War Production Drive Division of WPB, has resigned his agency position to devote all of his time to war work. The War Production Drive Division has been active in promoting formation of Labor-Management committees in hundreds of war plants to secure more effective utilization of men, machines and time. Aim of the activity has been characterized by Mr. Quinn as "getting more out of what we have." Functioning of the Labor-Management committees was recently described in a WPB booklet titled *100 Industrialists Report*.

## Nehi Renews on Coast

NEHI Corp., Columbus, Ga. (Par-T-Pak), on Nov. 22 renewed its varied schedule of transcribed announcements on 13 Western stations. Contracts are for 52 weeks. List includes KPMC KARM KLX KPRO KGO KQW KVOE KSRO KGHL KGVO KGW KDYL KFPY. Agency is BBDO, Los Angeles.

**ORCHIDS TO THE GALS** of WBNS Columbus for their "untiring efforts and timely suggestions" to the director of women's activities, Fern Sharp, celebrating her eighth anniversary in that position. Staff members include (top row, l to r): Juanita Dyer, Jean Wanke, June Penn, Ruth Wooley; (2d row), Laura Redden, Virginia Long, Helen Bitterman, Martha Parkinson; (seated), Ruth Wolfe, Naomi Burrows, Ann Patrick, Maxine Davies. Miss Sharp said "No" to the photographer.

# Michigan Outlets Form Northern Regional Net

FORMATION of the Northern Network, comprising WDMJ Marquette, WDBC Escanaba and WSOO Sault Ste. Marie, effective Nov. 29, was announced last week by Stanley R. Pratt, WSOO manager who also is manager of the new regional net, serving Michigan territory more than 300 miles removed from metropolitan areas.

Through the new organization WDBC and WDMJ also became affiliates of the BLUE and Michigan Radio Network [BROADCASTING, Nov. 29], bringing the total such affiliates in Michigan to 11, according to Mr. Pratt. The Northern Network's offices and studios are located on Portage Avenue, Sault Ste. Marie.

## Bristol-Myers Salute

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), with Dec. 1 broadcast added "Salute to Show Business" as a regular feature of its weekly NBC *Time to Smile* program. Utilizing guest stars, series pays tribute to contribution of personalities and role of show business in the war effort. First salute featured Kay Kyser, with broadcast emanating from Hollywood Canteen.

## Wool-Foam May Extend

WOOL NOVELTY Co., New York, has signed for participations on Dr. Walter H. Eddy's *Food & Home Forum* program on WOR New York, in behalf of Wool-Foam, a wool cleanser. Radio promotion may be extended to the New England area. Product was introduced via a test campaign in the mid-West last spring. Redfield-Johnstone, New York, handles the account.

# NEW FACTS ABOUT LISTENER MAIL

### Unearthed by KMA in Study on Questions Supplied by Top-flight Agencymen

HOW LONG should a mail offer be featured on the air? What makes people write? Who writes the letters in response to radio offers? Should I inject a feminine angle to increase my response?

Answers to these and other questions, questions obtained directly from agency executives consulted in advance, were sought in the *Complete Mail Study*, just completed by KMA Shenandoah, Ia. Requests for copies of the study, received in response to advertising in BROADCASTING, are attributed by KMA to the effort to ascertain what the advertising men wanted to learn about radio mail.

Women were found to have sent 88.49% of all mail received by the station. Even when offers appealed to men exclusively, women wrote 57% of the letters. Inquiries for information accounted for one-fourth of the total mail. More information on the products advertised, specific booklets explaining uses of the product, and catalogues of established mail order houses, were the three objects of mail inquires.

### Premium Data

Premium offers, although curtailed by the war, accounted for 21.5% of the total commercial mail, while free sample offers pulled 16.5%. Self-liquidating premiums, and regular size package sampling campaigns each accounted for over 70% of the response in their respective categories. Direct sales brought in 10.2% of the KMA mail analyzed, and contests 7.7%.

Station promotions drew 15.5% of the total mail response, with letters asking for a station magazine ($1 a year), a "Help for Homemakers" book and a "KMA Song Book", each priced at 50 cents. KMA management says that such promotional features bring the station and its personalities closer to listeners and help check effectiveness of new programs being groomed for commercial sponsorship.

Six case histories are reported, showing the records of 10 different offers, which indicate considerable variation in effectiveness of offers. The most popular periods for featuring individual mail offers were 7, 9 and 14 weeks. They usually reach their average daily response in the second week and their peak daily response in the fourth week. In about 50% of the cases, offers maintain their average daily response for as long a time after peak as it took to reach the peak.

That a mail sample analyzed by the NAB formula had to be 11.1% of the radio home total, or 15% of the complete mail total, before it would exactly indicate the coverage pattern determined by the total mail, is another conclusion from the study.

For six years, KMA has received more mail in January than in any other month, but study of year-round accounts reveals that March is the month in which listeners are most responsive. Though the station has received 40.4% of its annual commercial mail in January, February and March, for the past six years, this was arbitrarily determined by the advertising schedules of clients using the station. The year-round study showed that listeners are only 4.45% more responsive in that quarter than in April, May and June; only 7.06% more responsive than in the October, November, December quarter and only 11.28% more responsive than in July, August and September.

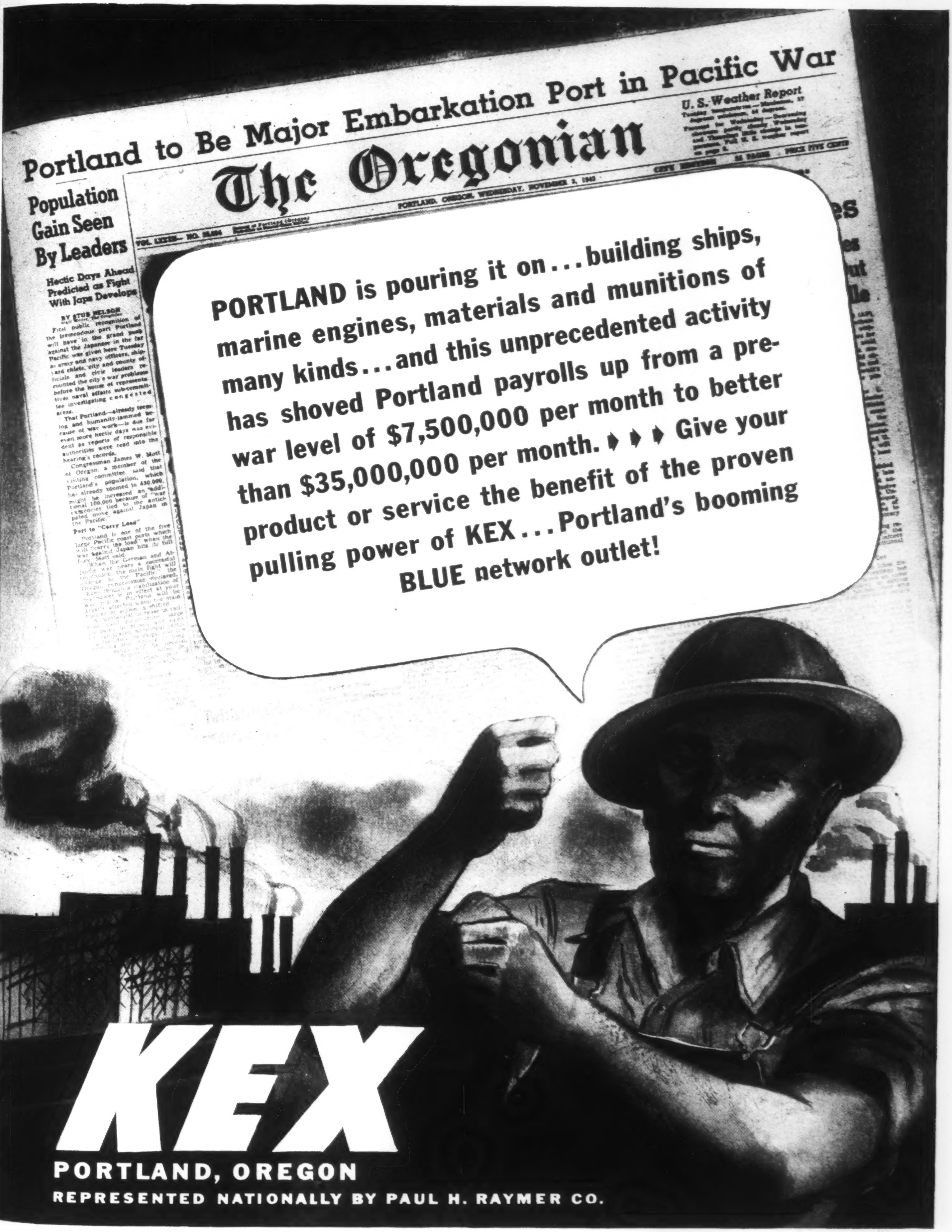
### Not Habituals

That mail does not come from habitual letter writers is shown by fact that 82.6% came from persons who wrote once in any three-month period. When writing about one offer, 12.91% ordered or inquired about 2.3 other items.

Farm and small town listeners were 108.5% more responsive than those in large cities and 49.5% more responsive than those in medium sized cities. Listeners in the latter communities were 39.4% more responsive than those in large cities.

Post cards constituted 13.3% of the total mail, but were used for 49% of the COD orders and 52% of the requests for free information, booklets and catalogues.

Most listeners prefer to send cash with orders; only 13.7% ordering COD or remitting by check, money order or stamps.


Portland to Be Major Embarkation Port in Pacific War
The Oregonian
U. S. Weather Report
Population Gain Seen By Leaders
Hectic Days Ahead Predicted as Fight With Japs Develops
BY STUB NELSON

PORTLAND is pouring it on . . . building ships, marine engines, materials and munitions of many kinds . . . and this unprecedented activity has shoved Portland payrolls up from a pre-war level of $7,500,000 per month to better than $35,000,000 per month. ➧ ➧ ➧ Give your product or service the benefit of the proven pulling power of KEX . . . Portland's booming BLUE network outlet!

**KEX**

**PORTLAND, OREGON**

**REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.**

The Greatest Shows in Radio ARE ON...
WMAQ

DAY after day, night after night, WMAQ brings to the vast radio audience in America's second largest market the greatest collection of big-time entertainment on the air.

This year WMAQ's schedule of programs is even better than that of previous seasons in which national listener surveys repeatedly rated the shows that it broadcasts

the best 9 out of the first 10—
the best 16 out of the first 20—
the best 34 out of the first 50—

among all programs.

Listening to WMAQ is a MUST in this extensive, wealthy area—a habit that insures the greatest possible circulation to your sales message and returns from your investment.

So take a tip from astute advertisers and place your local and spot campaigns on

WMAQ

*The Chicago Station Most People Listen to Most!*

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

## OWI PACKET, WEEK DEC. 27

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 27. Sell the spots officially designated for sponsorship. (None this week.) Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

| WAR MESSAGE | NET-WORK PLAN | STATION ANNOUNCEMENTS Group KW Aff. | Group KW Ind. | Group OI Aff. | Group OI Ind. | NAT. SPOT PLAN Live | Tra |
|---|---|---|---|---|---|---|---|
| War Bonds | -- | X | X | X | X | -- | – |
| Waste Paper Salvage | X | -- | X | -- | X | -- | – |
| Cadet Nurse Corps | X | -- | -- | X | X | -- | – |
| Stick to your War Job | -- | X | X | -- | -- | -- | – |
| Coal Miners Needed | -- | -- | -- | -- | -- | -- | X |
| Careless Talk | X | -- | -- | -- | -- | -- | – |
| Save Critical Resources | X | -- | -- | -- | -- | X | – |

See OWI Schedule of War Messages No. 88 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

## *Announcements for Waste Paper Drive Planned on OWI Post-Christmas List*

WAR Message schedule of the OWI Domestic Radio Bureau for the week of Dec. 27 lists no sponsorable message, but continues the War Bond announcements which had been available for sponsorship during the pre-holiday season as part of the "Christmas Present With a Future" campaign.

Waste Paper Salvage announcements are scheduled on the network plan and on the independent stations, thus adding the OWI facilities to the previous radio promotion of this war activity. Waste paper is urgently needed for its customary uses and to supplement dwindling supplies of wood pulp. Listeners are urged to save every kind of waste paper and to sell it to junk dealers, give it to charitable organizations, or find out how otherwise to dispose of it through the local salvage committee.

The Cadet Nurse Corps announcements are written to urge enlistment of girls with high school education, 18-35 years of age, who will receive national recognition for taking up nursing as a career. Free scholarships, tuition, board books, attractive uniforms are all furnished. Application is to nearest local nursing school, or to Box 88, New York, N. Y.

### Fund Praises Radio

NATIONAL WAR FUND in a letter to President Neville Miller of the NAB signed by Prescott S. Bush, national campaign chairman, thanks stations and networks for "extraordinary" cooperation accorded to the 1943 campaign. "Without a single exception," the letter continued, "the local stations vied with the chains in giving all out in publicizing our aims and needs. The special bulletin devoted to the Fund which you distributed to the stations was most informative and helpful. And, the active support and interest of the Radio Committee you headed contributed to the success of the radio effort."

### Adam to Replace

ADAM HAT STORES, New York, will replace its quarter-hour Sunday joke program *That's a Good One* on the BLUE with a half-hour evening series in December. Format and title had not been determined last week, according to Leon S. Goldberg, advertising manager of the company. Current program goes after the Dec. 5 broadcast. Glicksman Adv., New York, is agency.

HEDDA HOPPER took over m.c. duties on the weekly CBS *Hollywood Showcase*, Nov. 26, replacing Janet Gaynor. Four young professional entertainers chosen by Miss Hopper each week now replace the former talent contest. Ben Hur Products Inc., Los Angeles, sponsors the program on 7 CBS western stations. Agency is Barton A. Stebbins Adv., Los Angeles.

### Beaty to WBAP

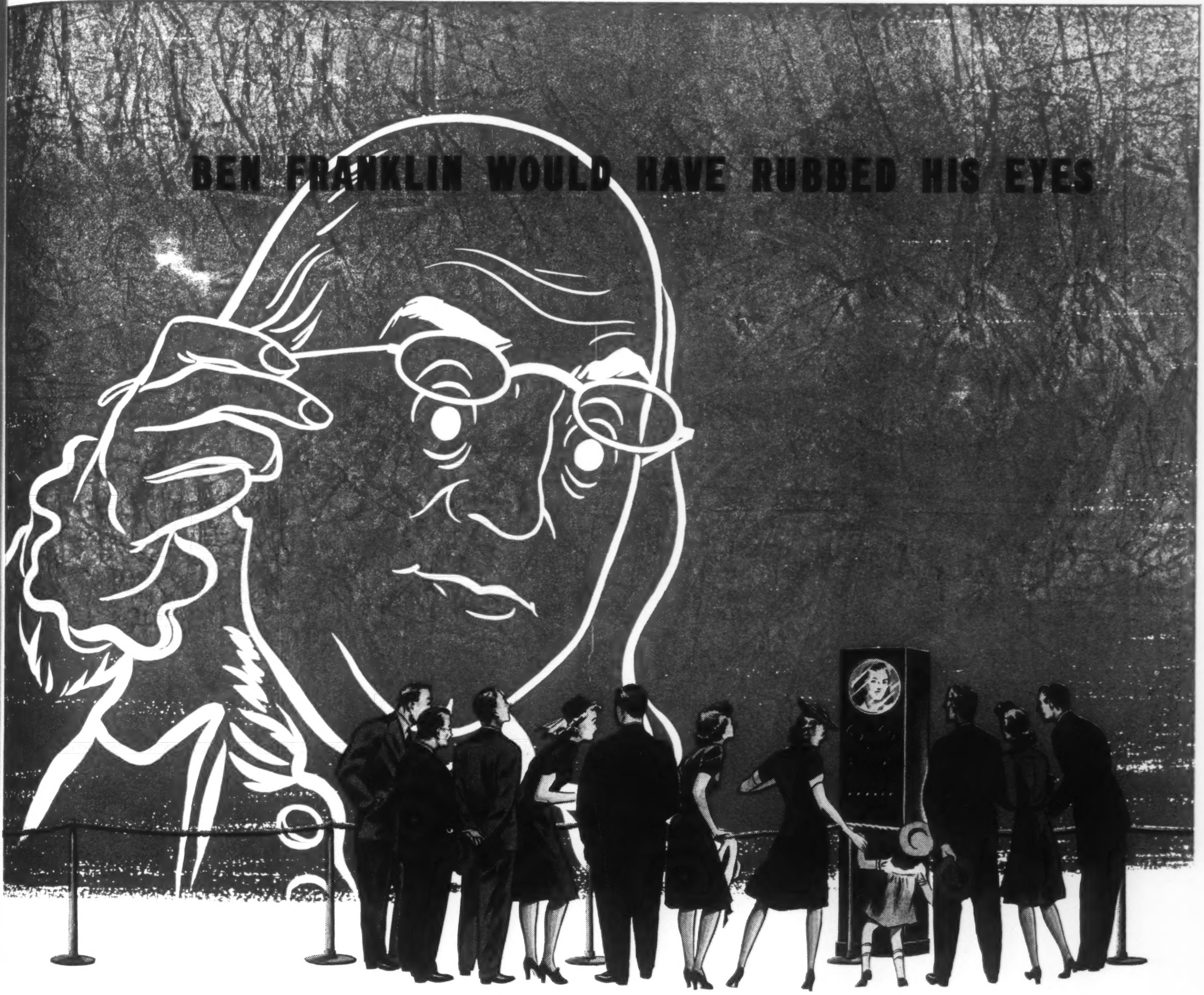
LAYNE BEATY has been named director of the new Farm Service Dept. of WBAP-KGKO Fort Worth, according to the station manager, George Cranston. He is from the Southwest, and has had 12 years' experience in helping ranchers and farmers solve their problems. He has kept in close contact with agricultural and livestock agencies. Governmental efforts in production and marketing will also be interpreted by the new farm service director. WBAP presents Mr. Beaty at 5:45 a.m., Mondays through Fridays, and at 10:15 a.m. every Sunday. His activities will be directed to consumers, stockmen and farmers.

**Mr. Beaty**

### Pro Game Sponsored

ATLAS BREWING Co., Chicago, will sponsor the broadcast of the professional football championship playoff game Dec. 19 between the Chicago Bears and the Washington Redskins, probable winner, on WIND Gary-Chicago. Game will be played at Wrigley Field, Chicago. Sponsors have had exclusive coverage of the Bears' games for the season. Agency is Arthur Meyerhoff & Co., Chicago.

# BEN FRANKLIN WOULD HAVE RUBBED HIS EYES



## at this demonstration of a great new industry

Near where Ben Franklin revealed his electrical discoveries, other American scientists in 1934* first demonstrated to the public a new modern-day wonder . . . *electronic television.*

Using equipment developed and built by Farnsworth engineers, the showing drew crowds to Philadelphia's famed Franklin Institute to see a practical exhibition of electronic television.

Television is no longer a novelty. After the war, which has slowed its public growth but advanced its technical development, television will offer a most unusual opportunity—especially to those with a background of experience or interest in radio. Hundreds of telecasting studios must be built and operated. Networks must be organized. The field is vast — and promising.

Building the audience and interesting potential sponsors is the job of Farnsworth advertising today. Our 100% war production, our continuing research, too, help to bring the era of universal television closer.

Today, our business is military. Tomorrow, we will be ready to discuss all phases of television transmission and reception to provide for your needs.

**Another in a series of advertisements depicting milestones in the history of television.*

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LOOK FOR the Farnsworth Television advertisement in: November 15 *Newsweek* and November 27 *Collier's.*

**FARNSWORTH TELEVISION**

ARMY E NAVY

**• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.**

## Mo. Brewers Assn. Airs Saint Louis Symphony

THIRTEEN broadcasts of the St. Louis Symphony Orchestra will be sponsored by the Missouri Brewers' Assn., whose members include Hyde Park Breweries Assn., Griesedieck Bros. Brewery Co., Anheuser Busch Inc., Falstaff Brewing Co., and Columbia Brewing Co., all of St. Louis, the Muelbach Brewing Co. of Kansas City and the M. H. Goetz Brewing Co. of St. Joseph. Stations carrying the half-hour broadcasts are KGBX Springfield, WMBH Joplin, KFEQ St. Joseph, KWOS Jefferson City, KWOC Poplar Bluff, KFVS Cape Girardeau, KFRU Columbia, KMBC Kansas City, KHMO Hannibal, KXOK St. Louis, KDRO Sedalia. Olian Adv. Co., St. Louis, is the agency.

OLIVE KACKLEY, goodwill ambassador and women's program director of WCKY Cincinnati, finds her "box score" for the month of October to be 43 broadcasts over WCKY and 22 speeches before women's clubs and other groups in Cincinnati.

## SAVED BY RADIO

### Boy's Interest in Program Averted Tragedy

WHAT might have been a day of tragedy last Thanksgiving for a West Virginia family became a day of thankfulness—all because of a child's interest in a radio program. Mrs. Chester Barker of Danville came home that day to find her son unconscious in the bathtub as the result of inhaling fumes from a defective gas heater. Fortunately, the boy had left the door open in order to hear a program from a radio in an adjoining bedroom and was thus saved from asphyxiation. He was taken to a nearby hospital and is recovering.

In thankfulness, Mrs. Barker telephoned to Charleston to express her joy to Joe Herget, program director of WCHS, which broadcast the program that saved her son's life. The program, incidentally, was the special two-hour Thanksgiving show sponsored by Elgin Watch Co. on CBS.

## WJZ Sales Up 69%

INCREASED business from retailers, and from amusement industries, notably from publications and movie companies, are the outstanding factors in sales increases for WJZ New York, according to John McNeil, manager. November sales are 69% above last year's figure for the month, and total sales during the first 11 months of 1943 increased 42% over the same period in 1942, he said.

## Stokowski on NBC

LEOPOLD STOKOWSKI will take the baton from the hands of Arturo Toscanini to conduct six NBC broadcasts of the *General Motors Symphony of the Air*, starting Dec. 12. Mr. Toscanini will return March 5 for the winter season's final six broadcasts.

CHET DUNCAN, director of public relations for KALE Portland, Ore., has replaced Harry H. Buckendahl, also of KALE, as public relations chairman for NAB District 17.

## *VITAMIN CONCERNS TEST OPA POWER*

THIRTEEN leading vitamin manufacturers seek court determination of OPA authority to order a reduction in the prices of their products. Request for an injunction from the U. S. District Court of the District of Columbia to restrain the OPA from taking the action was denied last Monday for lack of jurisdiction.

The manufacturers contend the agency was circumventing the will of Congress by attempting to regulate profits.

They contend that the Price Act was not applicable since prices had not been advanced, but reduced an average of 18%, while potency had been increased in some instances up to 300%. They further contend that the provision in the Act for appeal to the U. S. Emergency Court of Appeals would not help them since it would be months before that tribunal could act.

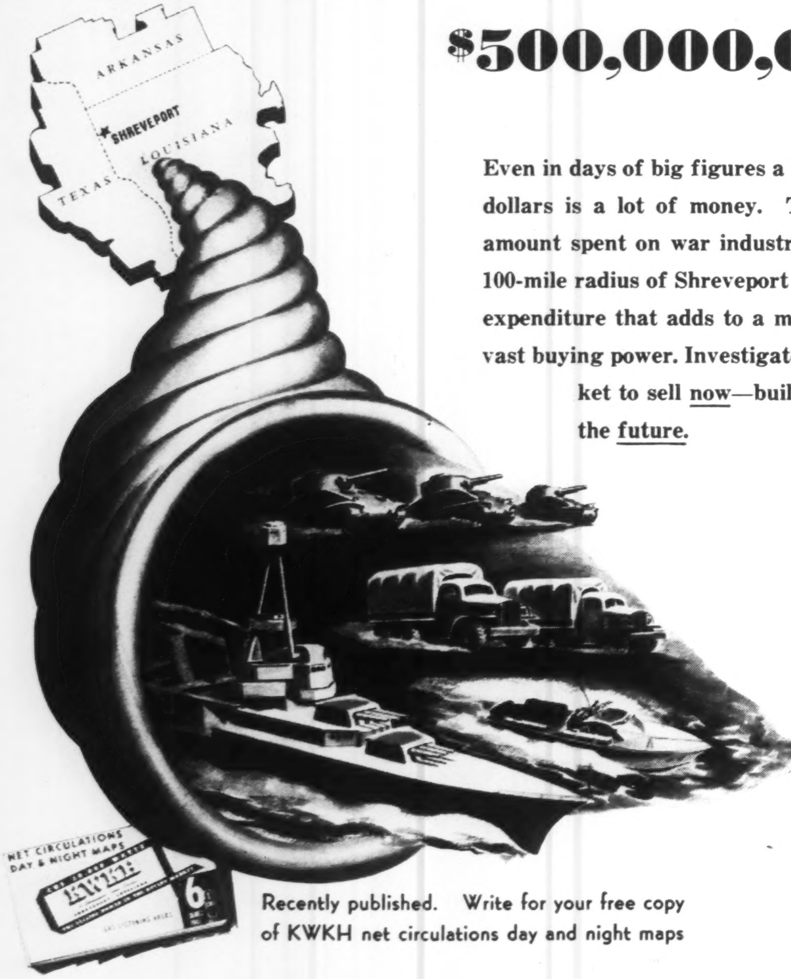
Counsel for the drug companies filed an appeal to the U. S. Court of Appeals for the District of Columbia. Temporary restraining order was refused. OPA indicated, however, that for a period of not over one week it would voluntarily refrain from taking any action to reduce the ceiling prices on packaged vitamin products while the drug firms prepare their appeal.

Vitamin firms are: Abbott Labs., Chicago; Parke Davis & Co., Detroit; Eli Lilly & Co., Indianapolis; Oxford Products, Cleveland; William H. Rorer, Inc., Philadelphia; United Drug Co., Boston; Upjohn Co., Kalamazoo; Carroll Dunham Smith Pharmacal Co., Orange, N. J.; and E. R. Squibb & Sons, Standard Brands Inc., Vitamins Plus Div. of Vick Chemical Co., Winthrop Chemical Co. and International Vitamin Corp., all of New York.

## Three NBC Renewals

THREE of NBC's top musical programs, the *Carnation Contented* show, the *Fitch Bandwagon* and the *Purina Grand Ole Opry*, have been renewed for another year, Paul McCluer, sales manager for the NBC Central Division, announced recently. *Carnation Contented* is sponsored by the Carnation Co., Milwaukee (Carnation Evaporated Milk), through Erwin, Wasey & Co., Chicago, and celebrates its 12th anniversary Jan. 3, 1944, the date the 52-week renewal becomes effective. The program is heard Mondays, 10-10:30 p.m. on 65 NBC stations. F. W. Fitch Co., Des Moines, sponsors the *Fitch Bandwagon*, Sundays, 7:30-8:00 p.m., on the full NBC network. Agency is L. W. Ramsey Co., Davenport, Ia. The 52-week contract renewal is effective Jan. 2, 1944. Ralston Purina Mills, St. Louis (poultry feeds), sponsors the *Grand Ole Opry* program, Saturdays, 7:30-8:00 p.m. and 9:00-9:30 p.m. over 27 east and midwest NBC stations. Renewal for 53 weeks is effective Jan. 1, 1944. Agency is Gardner Adv. Co., St. Louis.

SUPPLANTING the current title of the program because its author, Irna Phillips, feels a different title will be more fitting, *Lonely Women*, NBC five-a-week dramatic serial sponsored by General Mills, Minneapolis, on Dec. 13 will be renamed *Today's Children*.



$500,000,000

Even in days of big figures a half billion dollars is a lot of money. This is the amount spent on war industry within a 100-mile radius of Shreveport . . . an expenditure that adds to a market with vast buying power. Investigate this market to sell now—build sales for the future.

Recently published. Write for your free copy of KWKH net circulations day and night maps

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

XUM

● Last Sunday at midnight, New Yorkers listening to WNEW heard a top-flight transcribed dramatic thriller.

Its name: "Macbeth." Its cast: Maurice Evans and Judith Anderson.

Our listeners were not surprised. WNEW listeners are never surprised.

# WNEW

NEW YORK

REPRESENTED BY JOHN BLAIR & COMPANY

## VIDEO A FIELD IN ITSELF

### Peare Finds Light Opera, News Commentaries and Full-Length Plays Preferred

TELEVISION is not radio broadcasting, nor is it moving pictures—it is a new field in itself, according to Robert S. Peare, manager of advertising and sales promotion of the General Electric Co.

Mr. Peare

Mr. Peare told BROADCASTING the results of a check on 499 programs broadcast from WRGB Schenectady over a period of 18 months ending July, 1943. This showed light opera to be the favorite program with audiences in the Albany-Troy-Schenectady area. Second was news commentaries, with a series of war map talks; third, full-length plays. Boxing and wrestling ranked high as individual features, and had these two sports comprised a separate classification it would easily have taken first place. The best rating for a single production went to a one-act play, "The Valiant", by Holworthy Hall and Robert Middlemass.

Other types of programs which are "naturals" for television are dance programs, hobbies, studio participation shows and children's programs. Checkers have been played on large vertical boards with built-in magnets to hold the pieces in place, while bridge games were televised with large cards held so the audience could see all hands.

Puppets have been unusually well-accepted, Mr. Peare said, largely because the audience, for perhaps the first time, could get a good look at them. He thought that perhaps daytime serials might be televised entirely with puppets.

Like broadcasting, the television program must be executed with split-second timing and perfection. No re-takes are possible, as in moving pictures. In addition to being concerned with such moving picture techniques as lighting, camera angles, focus, closeups and long shots, television involves some new and peculiar factors of its own. One of these is the small screen of most home receivers. Movies use closeups for dramatic effect and to register emotional expression. Television uses them for the same reasons and also to let the audience see what the players look like. At times action must be restricted to keep it within sufficiently close range of the camera. Television obtains its best effects with only two or three characters shown sufficiently close up for the figures to be large and the details clear.

As to music, Mr. Peare points out that while the audience may like to see an orchestra, they like even better to see soloists, obviously because close ups bring the performer so much nearer to them. The playing of a harp is much more interesting over television than from a stage because the audience can see the hands on the strings.

Much has been learned about the audience in the course of television programming experiments. Certain peculiarities have been discovered which had no significance until television came along.

People sometimes say that television should be "just like the movies," without realizing that moving pictures and most other entertainment of the present are designed for appeal to large groups. Television, witnessed by and designed for home groups of three, four or five people, has a much more critical audience and one that is free of the effects of mass psychology. That is why it is extremely difficult to put comedy across—Papa doesn't think a gag is funny and remains silent with the result that Mother merely smiles and Junior shows no reaction at all. Also because of this small audience, the pace of a program must be unusually swift. Pauses which would go unnoticed on the stage or even in a film, appear as great, blank gaps on a television screen.

Despite the fundamental limitations of the medium, there are few subjects which cannot be telecast, and which when properly presented, are not favorably received, Mr. Peare declared.

### Birthday

BIG FIGURES were celebrated by WOOD Grand Rapids interview team of Glenn and Lenore when, on their noonday broadcast at the Regent Theatre they marked both their 2,000th broadcast and their 10,000th guest, at the end of five years of continuous broadcasting.

### WIAC Transfer

ENRIQUE ABARCA SANFELIZ, licensee and sole owner of WIAC San Juan, Puerto Rico, has filed with the FCC an application for voluntary transfer of license to WIAC Inc., concern formed to take over the operation of the station, for 1440 shares (valued at $100 per share) in the new corporation. WIAC Inc. now has outstanding 10 of an authorized 2,000 shares, divided two shares each among the following: Enrique Abarca Sanfeliz, president; Enrique Abarca Jr., vice-president; Angel Abarca Portilla, second vice-president; José F. Abarca, treasurer; Thomas Muniz, who is WIAC manager, secretary and assistant treasurer. Señor Sanfeliz is a manufacturer of sugar refining machinery.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

*representing*

| | |
|---|---|
| KTHS . . . . . | Hot Springs, Ark. |
| KWKH . . . . . . | Shreveport, La. |
| KTBS . . . . . . | Shreveport, La. |
| WCPO . . . . . . | Cincinnati, Ohio |
| WTJS . . . . . . | Jackson, Tenn. |
| WNOX . . . . . . | Knoxville, Tenn. |
| WMC . . . . . . | Memphis, Tenn. |
| KTBC . . . . . . | Austin, Texas |
| KRIC . . . . . | Beaumont, Texas |
| KRIS . . . . | Corpus Christi, Texas |
| KRLD . . . . . . | Dallas, Texas |
| KXYZ . . . . . | Houston, Texas |
| WCHS . . . . | Charleston, W. Va. |
| WBLK . . . . | Clarksburg, W. Va. |
| WSAZ . . . . | Huntington, W. Va. |
| WPAR . . . . | Parkersburg, W. Va. |

# Favorable Public Opinion for Broadcasters . . . in the Making

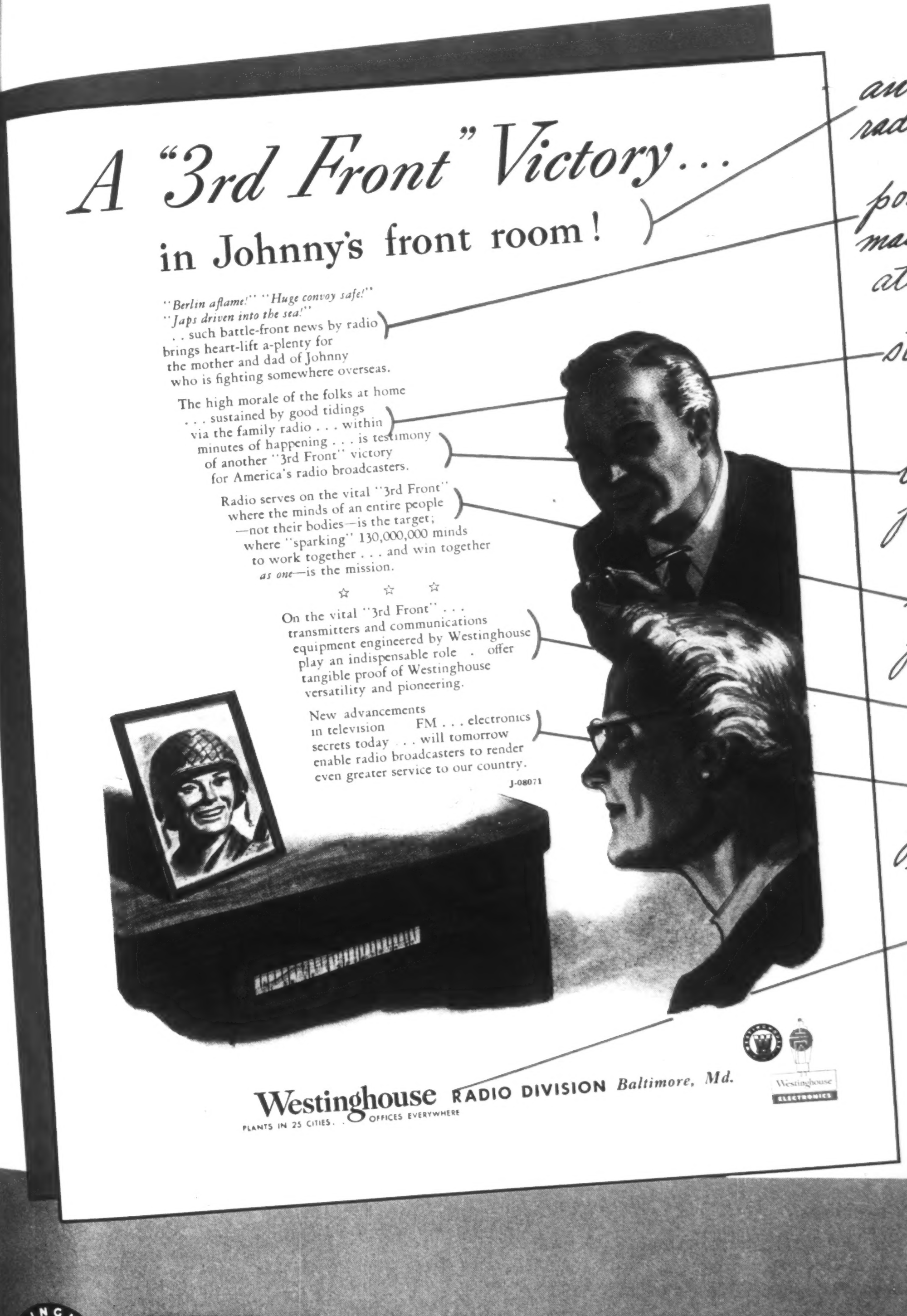
Westinghouse believes that a job well done deserves public recognition.

So, through leading opinion-forming publications, Westinghouse is telling, in ads like the one below, the "3rd Front" story of the American radio broadcasting industry . . . the "3rd Front"—where man's mind is the target . . . his thinking and morale the objective.

We believe that public awareness of broadcasters' war services will benefit the entire Radio industry.

Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime, our war-won knowledge and experience will again be turned to serving the radio broadcasters of America.

J-08068



## A "3rd Front" Victory . . .

## in Johnny's front room!

*"Berlin aflame!" "Huge convoy safe!" "Japs driven into the sea!"* . . such battle-front news by radio brings heart-lift a-plenty for the mother and dad of Johnny who is fighting somewhere overseas.

The high morale of the folks at home . . . sustained by good tidings via the family radio . . . within minutes of happening . . . is testimony of another "3rd Front" victory for America's radio broadcasters.

Radio serves on the vital "3rd Front" where the minds of an entire people —not their bodies—is the target; where "sparking" 130,000,000 minds to work together . . . and win together *as one*—is the mission.

☆ ☆ ☆

On the vital "3rd Front" . . . transmitters and communications equipment engineered by Westinghouse play an indispensable role . offer tangible proof of Westinghouse versatility and pioneering.

New advancements in television FM . . . electronics secrets today . . . will tomorrow enable radio broadcasters to render even greater service to our country.

J-08071

**Westinghouse** RADIO DIVISION *Baltimore, Md.*

PLANTS IN 25 CITIES . . OFFICES EVERYWHERE

Westinghouse ELECTRONICS

an important sector of radio's wartime job

points up how broadcasters maintain morale of folks at home.... important!

stresses how radio speeds news

builds good will for broadcasters

brings radio's wartime job into sharp focus

we're in this war 100%

look to Westinghouse for new developments in peacetime

Westinghouse radio engineers will be glad to consult with you at any time

**Reprints of the advertisement (at left) are available for use on station bulletin boards, and for mailing to sponsors. Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania, Dept. 7-N.**

# Westinghouse RADIO DIVISION *Baltimore, Maryland*

PLANTS IN 25 CITIES OFFICES EVERYWHERE

### Join BLUE Abroad

TWO UP correspondents have joined the foreign staff of the BLUE: Donald Coe, as war correspondent at Allied Headquarters in North Africa, and Henry T. Gorrell, attached to Allied Middle Eact Command, broadcasting from Cairo. Mr. Coe has been with UP since 1935. Mr. Gorrell started with UP in 1933.

### AMP Catalog

AFTER THREE years of preparation, Associated Music Publishers, New York, last week released its "Catalog of Orchestra Music." The 112-page spirally-bound catalog lists approximately 3,000 compositions available from the AMP symphonic rental library.

### Exchange

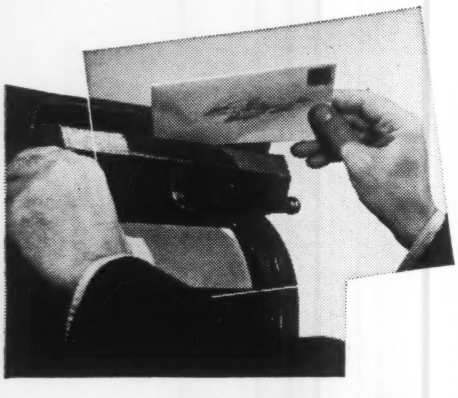
UNIQUE wartime twist is given to spot announcements sponsored daily by the Commonwealth Edison Co., on WBBM WENR WMAQ WGN WLS Chicago. The campaign suggests customers bring in their old appliances and receive value in war stamps. Some 300 electric appliance dealers are taking part in the campaign to repair and resell appliances to have-nots. Contracts are for six weeks through Foote, Cone & Belding, Chicago.

KMLB Monroe, La., has acquired the special AP radio wire of Press Assn.

### Flamm Rule Upheld

APPELLATE Division of the New York State Supreme Court has affirmed the decision of Supreme Court Justice David Peck refusing to grant Donald Flamm a stay order to halt the sale of WMCA New York, until the trial of Mr. Flamm's suit against Edward J. Noble, to whom Mr. Flamm sold the station in 1941. In his action for rescission of that sale, Mr. Flamm charges that he was coerced into selling the station through a conspiracy between Mr. Noble and two employes of WMCA. Mr. Noble, who has recently become owner of the BLUE Network, has sold WMCA to Cosmopolitan Broadcasting Corp., headed by Nathan Straus, former United States Housing Administrator.

# A Letter for WWVA Every 21.2 Seconds!



**Counting every second of every minute of every hour of every day of November, a radio listener mailed a letter or post card addressed to WWVA EVERY 21.2 SECONDS!**

**This sensational response put us in the select 100,000 - for - one - month classification with a total of—**

# 122,034

*Pieces of Mail During November, 1943*

*(97.5% of total was commercial mail)*

——— ASK A JOHN BLAIR MAN ———

50,000 Watts

WWVA
WHEELING, W.VA.
50,000 WATTS
IF IT'S A FORT INDUSTRY STATION
*YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

Blue Net

## Studio Notes

WFIL PHILADELPHIA, getting increasing demands for the services of staff members to address various groups and organizations throughout the city, has established a WFIL Speakers Bureau to handle such requests and assign speakers. Serving as after-dinner speakers, toastmasters and lecturers are Jack Steck, public relations director; Tom Moorehead, sports director; John Scheuer, news announcer, and John Corcoran, news commentator.

KWG Stockton, Cal., is currently airing *Stockton Field Army Show* Thursdays, 7:30-8 p.m. Program dramatizes experiences of airmen who have graduated from Stockton Field and includes soldier talent headed by George Hope, brother of Bob. Former radio man Capt. Peter Matherall, public relations officer at the field, is in charge of the program.

WCOV MONTGOMERY, Ala., has inagurated a radio school. Classes are planned in every phase of local station operation, with special emphasis on commercial, engineering, program and announcing departments.

IN an expansion of facilities, KIRO Seattle has leased the former KVI studios in Olympic Hotel, Seattle.

JUNIOR Association of Commerce and the Victory Bond Wagon in cooperation with WHIO Dayton are preparing for a special War Bond rally on the anniversary of Pearl Harbor Dec. 7.

TO BUY Christmas gifts and set up a letter service to employes of KFI-KECA now in the armed forces, the staff of the two stations has organized an employes' welfare and recreation association. Proceeds from entertainment will go to permanent servicemen's fund. Officers are George Whitney, president, Bob Heistand, vice president and Josefina Villasenor, secretary-treasurer.

KSO-KRNT Des Moines radio school, conducted for the purpose of familiarizing each station department with all other departments, has now covered management, programming, continuity, announcing, traffic, music and special events. On agenda for future meetings are promotion, publicity, engineering, and sales.

RADIO Dept. of Montana State U., Missoula, has received complete speech imput equipment for the handling of the University's schedule of programs regularly heard over KGVO Missoula. Programs will now originate direct from campus studios.

WSPB Sarasota, Fla., recently began operation as a CBS affiliate. Contract was signed some months ago, but lines were not available until recently.

### Employe Goodwill

PACIFIC MILLS, Lawrence, Mass., on Dec. 12 begins a series of employe goodwill programs on WLAW. Employes of the large textile manufacturing concern will take part in the weekly broadcasts to be heard Sundays, 7-7:30 p.m. Included will be a seven-piece employe orchestra.

CONSTRUCTION of two new broadcasting stations, in Queensland and in western New South Wales, is under consideration by the government of Australia, according to the Dept. of Commerce. Licenses for operating single radio receivers totaled 1,342,512 at the beginning of the year, with 30,840 licenses for operating more than one receiver.

# Joe Glutz Is Riding High!

Time-buyers' attention is respectfully called to Joe Glutz of Detroit, whose war-time spending is conditioned by some strange new factors, to wit:

1 Even with large chunks out for income tax and War Bonds, the Glutz family's "take home pay" stands at an all-time peak, for not only Joe but his wife and kids are working in war plants. And they're doing just what *you'd* do in their place—getting acquainted with the good things they've been missing up to now.

2 Though store shelves are pretty well stripped of everything but essentials, Joe has made out all right, especially since rationing came in. He's on an even footing with the Rockebilts in number of coupons per capita, and he's many times as numerous as they.*

3 Joe doesn't price things any more; he just asks: "How many points?"

4 Since money comes too easily to be a major factor in his choice, and since the best costs no more *points* than the stuff he used to buy, he's going out of his way to cut himself in on the best, which is another way of saying that he's buying advertised brands.

5 Joe is forming preferences, and buying-habits, that will last long after the war.

6 Joe's *listening* habits haven't changed, though. He and his family listen to WJBK, whose policy always was, and always will be, to program for the masses.

WJBK—Detroit's leading independent station—completely covers the metropolitan area into which are crammed 68 per cent of Michigan's entire population. This is the area where Joe Glutz is riding—and spending—high!

*** Population of the Detroit Metropolitan Area is up some 200,000 since April, 1940, according to census estimates. Practically all of this increase is in the wage-earning group. This number, representing just the increase, is a good-sized market in itself.**

### Among National Accounts Reaching Joe Glutz Over WJBK:

**Cadillac**
**General Motors**
**Grove Laboratories**
**Pillsbury Mills**
**Palmolive**
**Griffin Shoe Polish**
**Quaker Oats**
**True Story Magazine**
**Musterole**
**Super Suds**
**Tastyeast**
**Rinso**
**Virginia Dare**
**Wildroot**
**R. C. A.**
**Ward Baking**
**Marvel Cigarettes**

## STATION WJBK DETROIT

**James F. Hopkins, Inc.**

**1490 Kilocycles : : : 250 Watts . . . 24 Hours a Day**

**More than $2,000,000 in War Bonds have been sold to Joe and his folks over WJBK's counter, by means of WJBK programs, in the last 16 months.**

SPECIAL AWARD
WJBK

XUM

# IDEAS *to make a network*

## . . . here's an IDEA that thrills thousands (IT COULD *thrill a sponsor*)

We had two ideas. Both good. We know they're good because we tested them. They worked. Maybe they're good for *you.*

Idea 1: Remember Raffles . . . that modern London counterpart of legendary Robin Hood . . . Raffles of short story fame, of books and movies? Probably. Most everyone does.

Raffles is a proved attraction. He's been interesting reading for years. Why not make him interesting to *hear?* Put him on the air, complete with montage of noises from London streets, docks, traffic, Big Ben and all . . . Do it so well that you can *feel* the fog. And get the *right* cast . . . skilled players from leading Hollywood radio productions. Play the stories against a background of espionage and sabotage in London's war-darkened streets.

We made it a half hour program. We tested it . . . and found that *23.1% of the available Pacific Coast listeners* were in the audience.* Raffles again! Familiar Raffles, always new, always exciting.

Here comes Idea 2: Why not make Raffles a daytime strip? People read mysteries in the daytime, go to mystery movies. They would *listen* to a mystery story in the daytime, too, if the right one came along.

The right one came along. Raffles.

Now the program is a tested package, wrapped for delivery to some sponsor. Maybe it's for *you.*

Raffles, like other Columbia Pacific program ideas, follows a formula . . . the Columbia Pacific formula: Take a good program idea; add top Hollywood talent, generous portions of CBS production know-how and technical facilities; send the result out over the Columbia Pacific Network. The formula *works!*

Ask us, or Radio Sales, to tell you more about the Raffles idea, and other Columbia Pacific programs available for sponsorship.

**That's what Hooper says.*

COLUMBIA
*Pacific*
NETWORK

CBS

*A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM*
**Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28**
**Represented by Radio Sales, the SPOT Broadcasting Division of CBS**

# Editorial

## By Whose Authority?

THE $64 QUESTION around Washington is "Why did the FCC slip through the multiple ownership order now?"

People have a way of speculating even though the FCC hasn't divulged an iota of reason for the order, smuggled out of a dusty pigeonhole while Congress is considering the limitations of the FCC's authority. They figure the FCC is clearing the way for a newspaper divorcement order, perhaps first barring the only newspaper in a town from operating the only station. That would hit a mere 74 cases —not enough perhaps to get excited about.

Maybe we're wrong. But we know that many broadcasters and members of Congress figure it a shenanigan. The order should be resisted, not because multiple ownership is righteous and beyond criticism, but because the FCC hasn't said why or under what authority it attempts this sort of "legislation".

## WLB's Snail's Pace

FROM the outset of the war, Government has been cognizant of the need of averting labor stoppages. Thus, the War Labor Board was created in January 1942 to speed the settlement of labor disputes.

So, let's look at Jimmy Petrillo's strike against radio, which started with the transcription ban on Aug. 1, 1942. The time-chart shows that last July, about a year after Jimmy's summary edict, a hearing was held by the board on the jurisdictional question. On Aug. 1 a tripartite panel of WLB was created when the board accepted jurisdiction. It didn't order the "strikers" back to work, however, on the ground that the panel would expedite proceedings.

The panel scheduled hearings in New York Aug. 16. But then Joseph A. Padway, AFM's chief counsel, reported illness, so there was a postponement until Sept. 7. Hearings ended Nov. 22, after repeated stalls during which the panel's chairman, Arthur Meyer, sought to "mediate" a problem that long since had passed the mediation stage. Upon adjournment of the hearings, Mr. Meyer blandly announced it would take from five to eight weeks to prepare a report. That would bring us up to about Feb. 1, when current network contracts with AFM expire. Both parties probably will want to file briefs, and one side or the other can be expected to seek a public hearing. Then, of course, the national board in Washington will have to ponder the case. If it continues at this snail's pace there won't be a decision until April.

Which gets us back to the board's action last July in refusing to order the musicians back to work because there would be an expeditious ruling. Every day the decision is delayed makes it more favorable for the union and more onerous for those companies which haven't yet capitulated to Jimmy's unconscionable "private WPA" demands. And every day of delay strengthens Jimmy's hand in dealing with the networks on renegotiation of musicians' contracts before Feb. 1.

Such inexcusably dilatory tactics prompt the question: Is that what was intended when the WLB was created?

WLB should order the "strikers" back to work immediately. And if it doesn't, there appears to be adequate basis for resumption by Senator D. Worth Clark's committee of its inquiry into the whole Petrillo-provoked music imbroglio. Or perhaps the Smith Committee of the House, investigating Government agencies, would find this a fertile domain.

## Radio's Warriors

THE ACCENT, these days, is on post-war planning. Radio technical committees are preparing to grapple with the problem of allocations for new services to be unleashed after the war. Radio manufacturers are planning resumption of production lines as soon as they can divert from the multi-billion dollar war production program to civilian needs.

In radio, practically everything appears to be blue-printed except personnel.

Among some 11,000,000 men and women in uniform are hundreds of former radio people —announcers, performers, engineers, technicians, writers, newscasters and managerial and sales people. Because of this, radio is undergoing its most serious manpower shortage.

But when the boys march triumphantly home, what then? With only a few notable exceptions, they have been cast in entirely different roles. Few radio men, except the technicians, now are performing duties in any way related to their peacetime pursuits. They will have to learn all over again.

Radio's wartime role is acknowledged in every phase of actual and psychological warfare. After the war, radio's place in the new world also is assured. Broadcasts to occupied nations will be of top importance. There will be radio functions under the military government structures, too. In other words, there probably will be a greater demand than ever for radio-trained personnel after the war, both in private industry (what with FM and television) and in Government service.

So why not a military radio unit (or several of them) now? Qualified men of radio now in the service, whatever the branch, could be diverted to this specialized training and work. It might follow the pattern of AMG, the Army military government organization.

For the remainder of the war, such trained units of qualified radio personnel could do much to provide the best in radio productions for both domestic and overseas consumption. The classification services of the military branches could ferret out radio men now in service to supply the nucleus. It's no military secret that many of the men now assigned to radio duties are misfits, with no previous training, while a host of competent radio men are driving trucks or making bandages.

We don't profess to know anything about personnel classification. But it seems to us that inauguration of a radio personnel organization would be all on the credit side of the ledger. After the war, there would be available a highly skilled pool of radio men, ready to step into the breach for Government work in the occupied areas, as well as to meet the requirements of a greatly accelerated domestic broadcasting operation.

# Our Respects To -

WILSON KEENE FOSTER

UP IN the Far North, where an American army has assembled to smash any attempted Jap invasion of this continent, Wilson Keene (Bud) Foster, manager of KFAR Fairbanks, Alaska, is recognized as a leader among the Alaskan broadcasters who do an emergency war job by linking soldiers on the battlefront with the normal life they left at home.

The four regular broadcasting stations in Alaska are doing a big morale job for the thousands of men in the relatively unsettled north. KFAR, located at the terminal of the newly completed Alaskan Highway, is the only station heard regularly in the interior country.

Last week, the FCC authorized KFAR to increase its power from 5,000 to 10,000 watts, and to shift frequency from 610 to 660 kc, subject to certain interference limitations. While the reason wasn't announced, it is no military secret that increased coverage is desired in this war theatre, and it's a good bet that the Army went to bat for KFAR.

Three years ago, when Bud Foster went to Fairbanks as assistant manager, KFAR was new, and the Highway was an engineering fantasy. With war, the Alaskan road is a reality, and Fairbanks has become the crossroads of the north. KFAR, built by the 70-year-old Alaska Empire Builder, Captain Austin E. Lathrop as a non-profit making voice for the territory, has jumped from 1000 watts on 610 kc., to 5000 watts in September, 1942, and to 10,000 watts on 660 kc. a few days ago. The station is now an NBC affiliate, represented by Free & Peters.

Bud Foster, now station manager, has seen his programming problem mushroom from the job of pleasing a local audience in Alaska's interior, to the formidable demand of entertaining thousands of new arrivals whose radio tastes were developed by networks back home. He's met that difficulty by broadcasting their favorite NBC features, by originating soldier shows at the camps, and finally, by offering sports coverage that includes everything from basketball to dog team races.

At 29, Bud Foster has nine years of Alaska broadcasting behind him. He was born in Seattle in 1914, and graduated from Pacific U, Forest Grove, Ore., in 1934, when, opportunities being nil, Alaska beckoned.

Trained in physical education, Bud went on the air for KINY Juneau to broadcast a play-by-play account of the world series. Coupling the telegraphic report with a vivid imagination,

(*Continued on page 38*)

*This is Number 4 in a series of stories of*

*PUBLIC SERVICE by KOIN, Portland, Oregon*

LUKE ROBERTS was granted one of the first Radio Fellowships by Rockefeller Foundation ... in 1935 ... and is at present a national officer in the Association for Education by Radio. Of 15 years in radio 12 years have been spent in educational broadcasting, including 6 as manager of Oregon State's Station KOAC and last 3 in present capacity at KOIN.

The subject of No. 1 was a summer series of City Park Concerts ... of No. 2 "Wartime Women", KOIN's award-winning nightly broadcast of women's war activities. No. 3 told about "Million Dollar Club"—the big weekly half-hour, year-'round War Bond promotion program. This one introduces ...

# LUKE ROBERTS

## *Director of Education ... Talks ... and Farm Service*

***EDUCATION...*** Two program series, produced in cooperation with Portland Public Schools, have received national recognition. "DUTCH UNCLES", cited at School Broadcast Conference in Chicago ... and "KID CRITICS" at Institute for Education by Radio. Roberts works in support of current educational events, and through his efforts utilization by schools of CBS "American School of the Air" has quadrupled.

***TALKS...*** Weekly broadcast, "OREGON AT WAR"... keeps public informed of work of agencies within the State. Roberts has created *Postwar Advisory Committee* of 30 leaders and authorities ... to integrate postwar plans in relation to broadcasting.

***FARM SERVICE...*** For the 196,024 farm population in KOIN's primary daytime coverage area "NORTHWEST FARM REPORTER" is broadcast 6 to 6:15 a.m. on week days, in cooperation with state and county authorities.

# KOIN

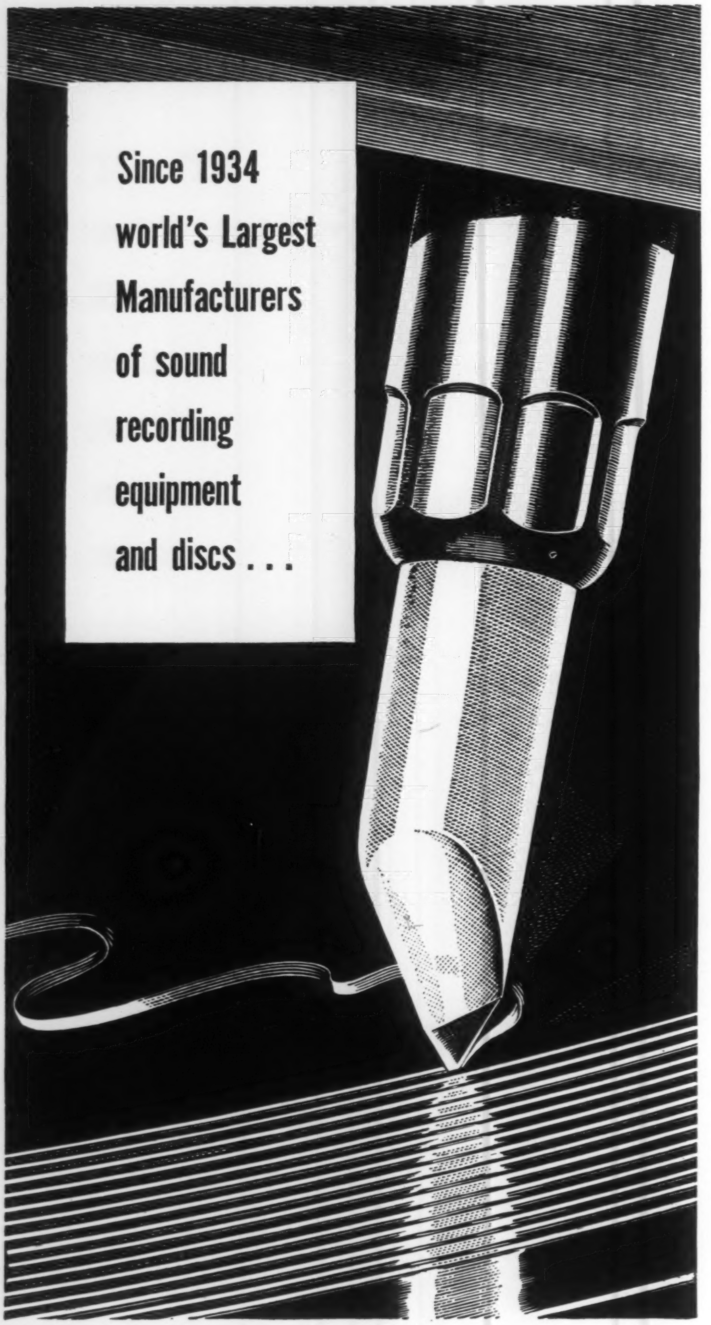
**PORTLAND, OREGON**

***CBS Affiliate***

**FREE & PETERS, Inc. National Representatives**

*At right:* "KID CRITICS" in action. Four "primer professors" from Portland elementary schools on the air each week discussing books they've been reading. Mrs. Marion Herr, Children's Librarian (in center) presiding.

XUM



Since 1934
world's Largest
Manufacturers
of sound
recording
equipment
and discs . . .

. . . now becoming
a major supplier of
Electronic Equipment
for the Armed Forces

**Presto Recording Corporation**
NEW YORK 19, N. Y., U. S. A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

## Our Respects to

(*Continued from page 36*)

he clicked from the start, and became a regular staff member.

In five years at Juneau, in southeastern Alaska, Bud learned promotion and operation of a radio station. He became commercial manager, and in 1939 was invited to join KFAR. Since 1941, he has been manager of the station.

Though he is station manager, Bud still doubles at the mike, and he is the voice of KFAR sportscasts. KFAR's biggest war program, a regular broadcast over NBC's coast-to-coast network, finds Bud at the mike, interviewing soldiers in Alaska service.

Bud Foster foresees a great future for post-war Alaska, and wishes more people in the United States would get to know the country. He explains the future of Fairbanks as picturesquely told by Gen. James A. O'Connor, commanding officer of the Northwest Service Command, who commanded construction of the Alaskan Highway. "To me, Fairbanks is destined to become the Grand Central Station of the World," Gen. O'Connor said, describing Alaska's position on the air routes to Asia and Alaska.

An active Rotarian and Elk, Bud Foster is an amateur photographer, and an enthusiastic basketball and baseball player and ice skater. While in Juneau in 1937, he married Miss Birdie Jensen—the "Miss Juneau" of 1936.

## Kaltenborn on Tour

H. V. KALTENBORN, NBC commentator, is touring the Pacific fighting front as an official war correspondent of the Navy. His route includes Hawaii, New Hebrides Islands, Australia, and the Solomons, where he will spend most of his time, with headquarters at Guadalcanal. Mr. Kaltenborn's Monday through Friday, 7:45-8 p.m. broadcasts for Pure Oil, MacMillan Petroleum and Reid's Ice Cream, are being filled by Robert St. John, but he was heard during his regular period on NBC last week in a pickup from the Southwest Pacific.

## KSL Staff Changes

EDWARD J. BROMAN is now sales manager of KSL Salt Lake City, in charge of local and national sales. Ralph W. Hardy is the program director, with Earl J. Glade Jr. as supervisor of program operations. Barrat Chadwick became continuity editor and feature script writer in the several KSL staff changes announced by Ivor Sharp, director of station operations.

## Russell Recovering

FRANK M. (Scoop) RUSSELL, NBC Washington vice-president, is now recuperating at his home at Epping Forest, Md., following a siege of pneumonia. He expects to leave for Pinehurst, N. C., this week for additional rest before returning to his NBC post.

## Personal NOTES

FRANK E. MULLEN, vice-president and general manager of NBC, has been elected corresponding secretary of the National Interfraternity Conference, which closed its 35th annual session last week in New York.

RUSS HOLT, manager of WOLS Florence, S. C., has returned to the station after an appendicitis operation.

KEN SOBLE, manager of CHML Hamilton and president of Metropolitan Broadcasting Service, Toronto, is the father of a girl born Nov. 23.

RALPH A. HACKBUSCH, vice president in charge of radio and director of the radio division of the Research Enterprises Ltd., has rejoined the Stromberg Carlson Co. of Canada in a new capacity as vice president and managing director.

HOWARD RAY, former commercial manager of KPRO Riverside, Cal., has assumed duties as publicity director of the Institute of Religious Science, Los Angeles.

ERNIE BAGGE, account executive of CBS Hollywood, is the father of a girl born Nov. 22.

CARL E. HAYMOND, owner of KMO Tacoma and KIT Yakima, Wash., was recently elected to World Affairs Council directorate in Tacoma.

LEO HARDY, formerly of the *Chicago Herald-American*, has joined WJJD Chicago, as a salesman.

ELEANORE ULMER has been named sales promotion director of KYW Philadelphia, succeeding Harold M. Coulter, who left recently to join the Mutual network in New York. Prior to joining KYW, Miss Ulmer was with the sales promotion department of WLW Cincinnati.

JOHN W. O'HARROW, general sales manager of WKZO Grand Rapids-Kalamazoo, and Mrs. Harry H. Freeman, research director for Peter Eckrich & Sons, were married on Thanksgiving Day.

BENNETT SCOTT, formerly of the *Shopping News*, Chicago, sales staff, has joined the sales staff of WIN Gary-Chicago.

ROBERT B. KELLY, new to radio, has joined the Vallejo sales dept. of KSRO Santa Rosa, Cal.

H. D. COLSON, formerly manager of KVAK St. Joseph, Mo., known on the air as Harry Doyle, is now a private in the Army and is currently stationed at Buckley Field, Col. awaiting assignment.

HORACE FITZPATRICK has been named sales manager of WSLS Roanoke, Va. He succeeds Frank E. Koehler, now in the Army at Camp Walters, Tex.

HARRY I. TALBERT, formerly with WIBG Greensboro, N. C., has joined the sales staff of WFOY St. Augustine, Fla.

## WBRC Elects Bell

JOHN C. BELL has been elected president of the Birmingham (Ala.) Broadcasting Co. Inc. (WBRC) at a joint meeting of the board of directors and stockholders. He succeeds K. G. Marshall who has been president since 1937. Eloise H. Hanna was named vice-president and Howell C. Cobb, secretary. John Connolly will continue as assistant manager.

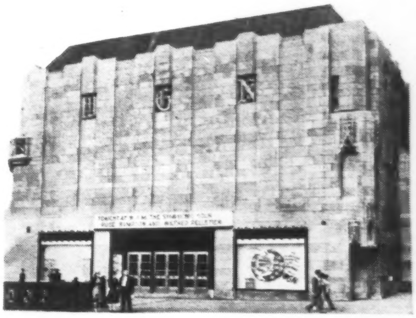
XUM

# TASTE

## is usually a matter of local flavor

Habitual champions of the
National Professional Football League,
the Chicago Bears are pro football favorites in Chicago

And in radio, the local Chicago
preference has long been reflected
in a distinct partiality for WGN



*Most advertisers take advantage of this in the Middle West, hence WGN leads all other major Chicago stations in volume of retail, local and national spot business.*

**A Clear Channel Station**

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

*EASTERN SALES OFFICE:*
*220 E. 42nd Street, New York 17, N. Y.*
*PAUL H. RAYMER CO.*
*Los Angeles 14, Cal.; San Francisco, Cal.*

### Dr. Chase Spots

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., has renewed for 1944 spot announcement campaign on 35 Canadian stations. Account was placed by Ardiel Adv. Agency, Oakville, Ont.

### G-E Purchasing Dept. Changes

J. W. WHITESIDE has been appointed buyer in the tube division of the electronics dept., General Electric Co., Schenectady, according to R. J. Bahr, department purchasing agent, who also announces the appointment of R. P. Whitmyre as his assistant.

In Kansas City

To YOU
From WHB
Merry Christmas

the Swing is to WHB

IT'S A MERRY CHRISTMAS indeed for those foresighted advertisers who use WHB in Kansas City! The tinkle of Christmas bells is accompanied by the jingle of busy cash registers as WHB sponsors set new sales records. And WHB itself has set something of a record as it zooms to daytime leadership in this rich market. Available January 3, 1944: Fulton Lewis, Jr., three nights weekly. Ask "Your Mutual Friend" for details.

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

FREE!

DONALD'S DANDY DESK-POUNDER DEVICE

We'll be happy to send you one of these handy desk-pounder sets. Used by us to emphasize WHB's swell new Hooper rating, you'll find this outfit handy in your own shop for many uses—including breaking ice for home-made Martinis. Just 'phone, wire or write

DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 7171

## PLAIN DEALER POLL LISTS CROSBY FIRST

ANNUAL READERS' POLL conducted by Robert S. Stephan, radio editor of the *Cleveland Plain Dealer*, gives Bing Crosby honors as the listeners' favorite, winning four firsts out of 19 classifications. After Bing, the next winners in the order of choice were:

Don Ameche, BLUE; Kate Smith, CBS; Joan Davis, NBC; Ed Gardner, BLUE; Bob Hope, NBC; Clifton Fadiman, NBC; Jimmy Durante, CBS; Lionel Barrymore, CBS; Milton Cross, BLUE, and Jim Ameche, BLUE.

The readers voted for their first 10 favorite programs in this order:

Bing Crosby's Kraft Music Hall, NBC; Kate Smith, CBS; Edgar Bergen and Charlie McCarthy, NBC; Red Skelton, NBC; Joan Davis, NBC; Duffy's Tavern, BLUE; Great Gildersleeve, NBC; Sammy Kaye, CBS; Bob Hope, NBC, and Fibber McGee and Molly, NBC.

Following are the first and second choices in the other sections of the poll:

News: Lowell Thomas, BLUE; Gabriel Heatter, Mutual.

Variety: Bing Crosby's Kraft Music Hall, NBC; Kate Smith, CBS.

Dramatic: Radio Theater, CBS; Radio Reader's Digest, CBS.

Comedians: Bob Hope, NBC; Red Skelton, NBC.

Comediennes: Joan Davis, NBC. (No second choice indicated).

Same cast dramas: Thin Man, CBS; One Man's Family, NBC.

Symphonies: New York Philharmonic, CBS; Columbia Orchestra, CBS.

Lighter Music: Family Hour, CBS; Andre Kostelanetz, CBS.

Dance Bands: Guy Lombardo, CBS; Harry James, CBS.

Serious Singers: Male—Richard Crooks, NBC; John Charles Thomas. NBC. Female—Gladys Swarthout, CBS; Lily Pons.

Popular Singers: Male—Bing Crosby, NBC; Frank Sinatra, CBS; Female—Kate Smith, CBS; Dinah Shore, CBS.

Quiz Shows: Information Please, NBC; Take it or Leave it, CBS.

Educational Shows: Information Please, NBC; University of Chicago Roundtable, NBC.

War Shows: Army Hour, NBC; March of Time, NBC.

Actors: Lionel Barrymore, CBS; Don Ameche, CBS.

Actresses: Bette Davis; Agnes Moorhead.

## Radio Repair Materials Eased by WPB Ruling

LIBERALIZATION of WPB restrictions on controlled materials for use by repairmen, including radio repair shops, was effected last week in CMP Regulation 9(a), which was revised to provide that repairmen may buy, in each calendar quarter: 20 tons of steel; 500 lbs. of copper and copper base alloy mill and foundry products; 200 lbs. of aluminum; $150 worth of copper wire (or ⅛ of the amount used in 1941); or other material and repair parts which may be needed, but not parts subject to Order L-265, or which appear on the A and B list of PR-3 (radio transmitting and receiving equipment; electronic intercommunication systems and public address systems).

A rating of AA-3 is allowed in the purchase of the above mentioned materials, which the repairman can purchase with the use of a Certificate and the Allotment Symbol V-3. Delivery of the parts or material may not be accepted if inventory is increased above a 60-day need, or of copper wire above a 15-day need.

Practical effect of the change, so far as most radio repairmen are concerned, is to make limited amounts of copper wire available.

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SOCIETY OF Motion Picture Engineers will hold its 55th semi-annual technical conference April 25-27, at the Hotel Pennsylvania, New York.

## BEHIND the MIKE

ENSIGN ELLIOTT P. MILL former announcer of WDRC H ford, received his wings and was g uated with honors recently from U. S. Naval Air Station college primary flight instructors at N Orleans.

JOSEPH KJAR, announcer of K Salt Lake City, has reported to Navy. He has been a member of Naval Reserve and for some mon studying at the U. of Utah.

FRED SCHWEIKHER who p duces dramatic and musical progr for WRC Washington, leaves for Army Dec. 6.

HOWARD STANLEY, press-inf mation director and sales-promoti manager for WTOP Washington, now a member of the publicity co mittee for post-war planning in District of Columbia.

ALICE SMART, who has been sistant production director at New York office of OWI, is transf ring to England where she will w for Brewster Morgan, former C special events chief, and radio di tor of the OWI office in London.

MAE McNAIR, formerly head CB receptionist, who has been with network since 1929, has been nam assistant to Winifred Law, CBS ca ing director.

LOWELL BLANCHARD, progr director of WNOX Knoxville, h been elected to the Knoxville Ci Council on the independent ticket. m.c. of the WNOX *Midday Mer Go-Round*, he read political announ ments for the competing tickets, own paid announcement being do by a member of the cast.

GEORGE ROSEN has succeed Ben Bodec as radio editor of *Vari* Mr. Rosen has been on the h office editorial staff. Mr. Bodec signed to join the radio departme J. Walter Thompson Co., New Y

ART PRIMM, former newscaster KQW and KJBS San Francisco, h joined the news staff of KFRC Sa Francisco.

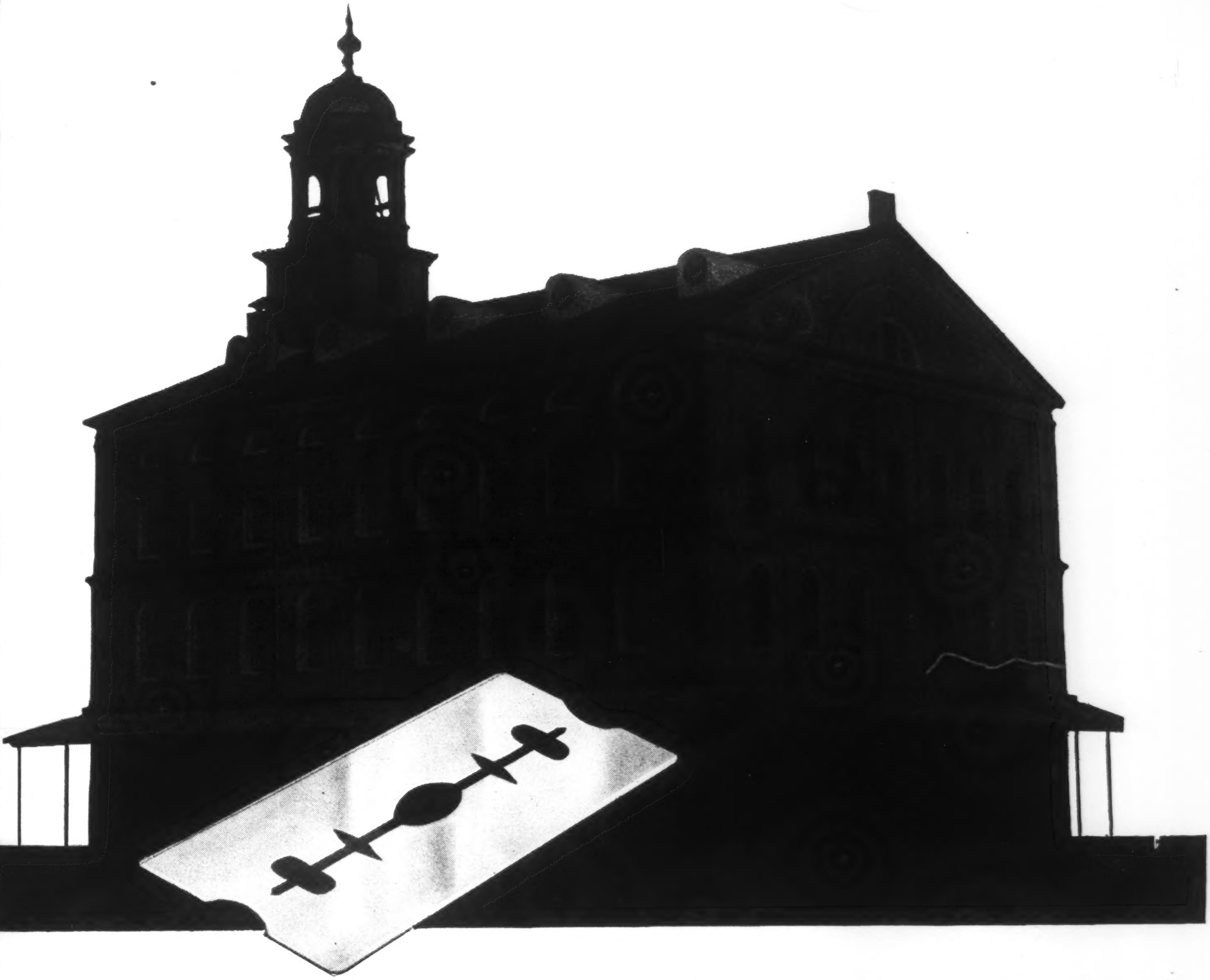
GIFFORD C. CAMPBELL has le WOR New York, where he heade the record library, to join the arme forces.

FRANCIS BALLARD, Rocheste N. Y., has joined the production an continuity department of WSL Roanoke, Va. Edward D. Skote former production manager, has joi ed KYW Philadelphia. J. Alt Hampton has left to join WMA Washington and is succeeded chief announcer by Walter Harr Lee Goeller has joined the announci staff.

JAMES CREASMAN, formerl newscaster and writer of KTA Phoenix and for the past two yea in the New York radio division Coordinator of Inter-American A fairs, has returned to Arizona f Army induction.

THOMAS R. ROONEY, WSC, Mar time service, formerly with CBS director of promotion for KMOX S Louis, has been named public relati officer, War Shipping Administrati Training Organization for the Nin WSA Area. Office headquarters are Kansas City.

JACK RICHARDSON, formerl Hollywood manager of NBC radi recording division, has been appoint production manager of Standard R dio, Inc., Hollywood.



# A Razor Blade . . . and the New England Market

A razor blade? The New England market? What's the connection? Simply this . . .

The American people know that a razor blade is essential . . . or back we'd go to wearing beards.

And American businessmen know that advertising in the *right markets is essential* —particularly today . . . or back they might go to wampum and fur-trading with a nearby tribe.

New England is one of these *right markets* . . . and WBZ-A are the *essential* stations in that market. WBZ-A offer top NBC programs to 75% of the listeners in the *whole* New England area. With purchasing power 30% above the national average and per capita retail sales among the U. S. A.'s *highest,* the WBZ-A market gives advertisers a plus value for every dollar spent.

**WBZ-A . . . BOSTON-SPRINGFIELD**

**One Market**
**of Eleven Essential Markets**

*Represented by NBC Spot Sales*

Here's why eleven stations in these markets are *essential* to you:

1. They broadcast to 55% of the radio homes in the U. S.
2. They are in markets whose buying power is 34.2% higher than the country's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a razor blade is to your own appearance.

WBZ-A—BOSTON-SPRINGFIELD

WEAF—New York
KYW—Philadelphia
WRC—Washington
KOA—Denver
WMAQ—Chicago

KPO—San Francisco
WGY—Schenectady
WTAM—Cleveland
WOWO-WGL—Fort Wayne
KDKA—Pittsburgh

**NBC SPOT SALES**

**BILL McHAN** has left the announcing staff of WCBI Columbus, Miss. Francis Dill, new to radio, has joined the staff to handle traffic and continuity.

**LARRY CHATTERTON**, announcer of KIRO Seattle, has joined the Merchant Marine.

**MARION STEVENS**, editor of the CBS house organ "485" joined United Press, Nov. 29, as radio news writer. Miss Stevens was formerly radio and literary editor of the *Miami Herald.*

**BILL LESTER**, new to radio, has joined KOY Phoenix as announcer.

**LEE NEAL**, announcer of WIP Philadelphia, has returned to his duties after being hospitalized.

**JEAN COLBERT**, women's commentator of WCAU Philadelphia, is now director of women's activities of WTAM Cleveland.

**FRANKLIN EVANS**, announcer of KYW Philadelphia, returned to staff duties after an extended absence because of illness.

**GLENN HUSTON**, announcer of KMO Tacoma, and Flora Church of station accounting department, are to be married Jan. 22.

**MURRAY BOGGS**, freelancer, has joined KMO Tacoma as announcer-copywriter.

**HOWARD WILEY**, assistant production manager at NBC Chicago, will transfer to the NBC Western Division in Hollywood Jan. 1 because of his son's health.

**FRAN HARRIS**, former freelance radio actress, has become a news commentator on W9XBK, Chicago television station.

**STONEY McLINN**, sports editor and announcer of WIP Philadelphia, has been elected president of the Philadelphia Sporting Writers Association.

**HERBERT DEXTER**, former announcer of WPEN Philadelphia, has joined the staff of WAAT Newark, N. J.

**EARL CARLISLE**, formerly of WPTF Raleigh, N. C., has joined the announcing staff of WIBG Philadelphia.

**EDWIN L. ROGERS**, formerly of WMAL Washington, has joined the announcing staff of WFIL Philadelphia, replacing John Newhouse.

**ALLEN POST**, formerly with WAKR Akron and WTAR Norfolk, and Al Stein, formerly with KFUN Las Vegas, KIDO Boise and KPRO Riverside, are new additions to the announcing staff of WIND Gary-Chicago.

**JIM HARVEY**, announcer of KYW Philadelphia, who had been on an extended leave from the Army during which time he continued at the station, has returned to active service. He has been assigned by the Army to the C.A.A. War Training Service to teach navigation to Navy Aviation cadets.

**JAMES C. HARMAN** Sr., Sgt. USMC, former program director of WGOV Valdosta, Ga., has been assigned to duty overseas.

**WILBUR HATCH**, Hollywood musical director on the weekly CBS *Screen Guild Players*, is the father of a girl born Nov. 19.

**GEORGE W. IRWIN** has been assigned Hollywood newscaster on the new five-weekly quarter-hour series sponsored by Seaboard Finance Co., on BLUE Pacific stations.

**CHRIS KENYON**, announcer at WMPS Memphis, has announced his forthcoming plans to marry Lyle Hunter.

**BILL ERIN**, program director and sports announcer of WIZE Springfield, O., entered the Merchant Marines on Dec. 1.

**IRVING KAUFMAN**, known to radio as "Happy Jim Parsons", became timekeeper of WSYR Syracuse on Dec. 1.

**WARD KEITH**, former newspaperman, has joined the news department of WHBF Rock Island-Moline-Davenport. Bill Selah, formerly of KMMJ Grand Island, Neb., is now doing newscasts at WHBF.

**ROGER (Bob) CHASE**, formerly with the announcing staff of WIL St. Louis, has joined the announcing staff of WJJD Chicago.

**PHIL FORTMAN**, news editor at NBC Chicago, has joined the Marines. He is replaced by George Faber of Sioux City, Ia.

**BESSIE BEATTY**, women's commentator on WOR New York, has received the annual radio award of the Women's International Exposition of Arts & Industries.

**DAVE STICK**, Sgt., USMC, formerly in the office of Fulton Lewis jr. of WOL Washington, is now a member of the newly established Third Wing Public Relations Unit of the USMC.

## Pulpit to Mike

**JOHN BRINN**, minister of Columbus, Miss., in addition to attending to duties at his church is now broadcasting extensive commercial newscasts for WCBI Columbus, and is also doing a two-hour stretch at the control board as operator-announcer.

**JAMES R. BRITE** is now news  
tor of WIOD Miami, Fla., replac  
Frank Malone, resigned.

**JACK STEVENS**, former spor  
commentator, has joined WD  
Hartford, Conn., as announcer.

**PAUL JONES**, former veter  
WLW-WSAI Cincinnati announce  
has joined the Marines.

**DALE HOWARD** has joined the  
nouncing staff of WJNC Rice Lak  
Wis.

**KEN CARTER**, formerly with WJ  
Rice Lake, Wis., has joined the st  
of WKBH LaCrosse, Wis.

**JAMES ROBERTSON**, formerl  
with WCIO Janesville, Fla., replac  
Don Stanley on the announcing sta  
of WTMJ-WMFM Milwaukee.

**GLEN HOWARD** and Warren Wo  
have joined the announcing staff  
KGW-KEX Portland, Ore.

**JOHN GROVER**, announcer of KP  
San Francisco, is the father of a gi  
born Nov. 12.

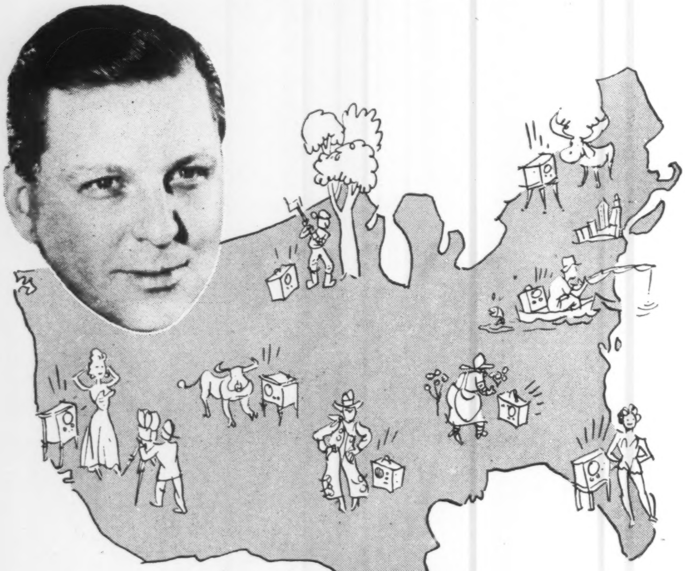
**FLORENCE ALLEN**, former secre  
tary to program director Ray Buffu  
of KPO San Francisco, now head  
the AFRA office in San Francisc

**MAURICE BRENNER**, former fre  
lance actor with NBC Chicago, ha  
joined the W. E. Long Agency, Chica  
go, as a dialect specialist.

**ALBERT C. BROWN**, Vallejo new  
caster at KSRO Santa Rosa, Cal  
has resigned.

## Reported Missing

**FLIGHT OFFICER** Ben O. Byers, formerly of NBC Hollywood publicity staff and for the past six months attached to the 93d Bomber Group, 329 Squadron, American Air Forces, has been reported missing in action over Germany since Nov. 13, according to information received by his family. Byers joined the RAF about two years ago, and then transferred to the American Air Forces, being in active service for approximately 18 months. On leave of absence from NBC, he was in charge of trade press news before enlisting.



ALL OVER AMERICA

PEOPLE ARE LISTENING TO

FULTON LEWIS, JR.

From Maine's woodsmen to California's cuties; from Florida's fishermen to Montana's ranchmen . . . everybody, from helper to executive, listens every night to the authoritative voice of Mutual's ace newscaster . . . Fulton Lewis, Jr. Indicative of his popularity are the reports of successful campaigns for advertisers sponsoring Fulton Lewis, Jr. Hundreds of satisfied sponsors are climbing on the Lewis bandwagon with all speed.

*Fulton Lewis, Jr.'s name is one with which any sponsor would be proud to have his product linked. Sell him at your one-time quarter hour rate per week . . .* Wire, phone or write WM. B. DOLPH, WOL WASHINGTON, D. C. . . . TODAY!

ORIGINATING FROM WOL WASHINGTON, D. C.
*Affiliated with the* MUTUAL BROADCASTING SYSTEM

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

# SANTA CLAUS, pin-up model...

SANTA CLAUS—to service men around St. Louis—is a blonde... a young and personable pin-up who plays Kris Kringle just as generously as that old bay-windowed gentleman with the whiskers.

Her name's Venida Jones. Her Sunday night show, *Sing, America, Sing,* is a rallying point for the boys in khaki and blue in this area. Though she's been on KMOX every week for more than two years, Christmas is always Venida's peak season. Weeks ahead, she combs the shops for presents service men need and like. Thousands of KMOX listeners help out, send in their own offerings. Then, in these pre-Christmas weeks—when soldiers and sailors are most likely to be homesick—Santa Claus Jones makes sure that each and every one of them attending her KMOX broadcast gets a gift.

That's just one timely example of how *Sing, America, Sing* specializes (52 weeks a year) in keeping our fighting men happy.

The show gets underway two hours before its 10:45 P.M. air time. A packed studio, kindled by Venida's personality (and her melodic skill at the KMOX console), soon finds itself in a round of games, quick wit and uninhibited harmony. Then, when the party's really rolling, *Sing, America, Sing* goes on the air with an enthusiastic chorus of male voices and a sprinkling of bright interviews. And the vast KMOX audience gets as much fun out of this quarter hour as the studio participants themselves.

Miss Jones (who plays Santa Claus) would like to meet up with another Santa in the person of a sponsor. *Sing, America, Sing* would be a mighty fine year-round gift for any sponsor to give his product or service. Your inquiries—by reindeer, dog-sled, or wire—can be profitably directed to us or to Radio Sales.

*Represented by Radio Sales, the SPOT Broadcasting Division of CBS*

**KMOX**

The Voice of ST. LOUIS

50,000 watts

CBS

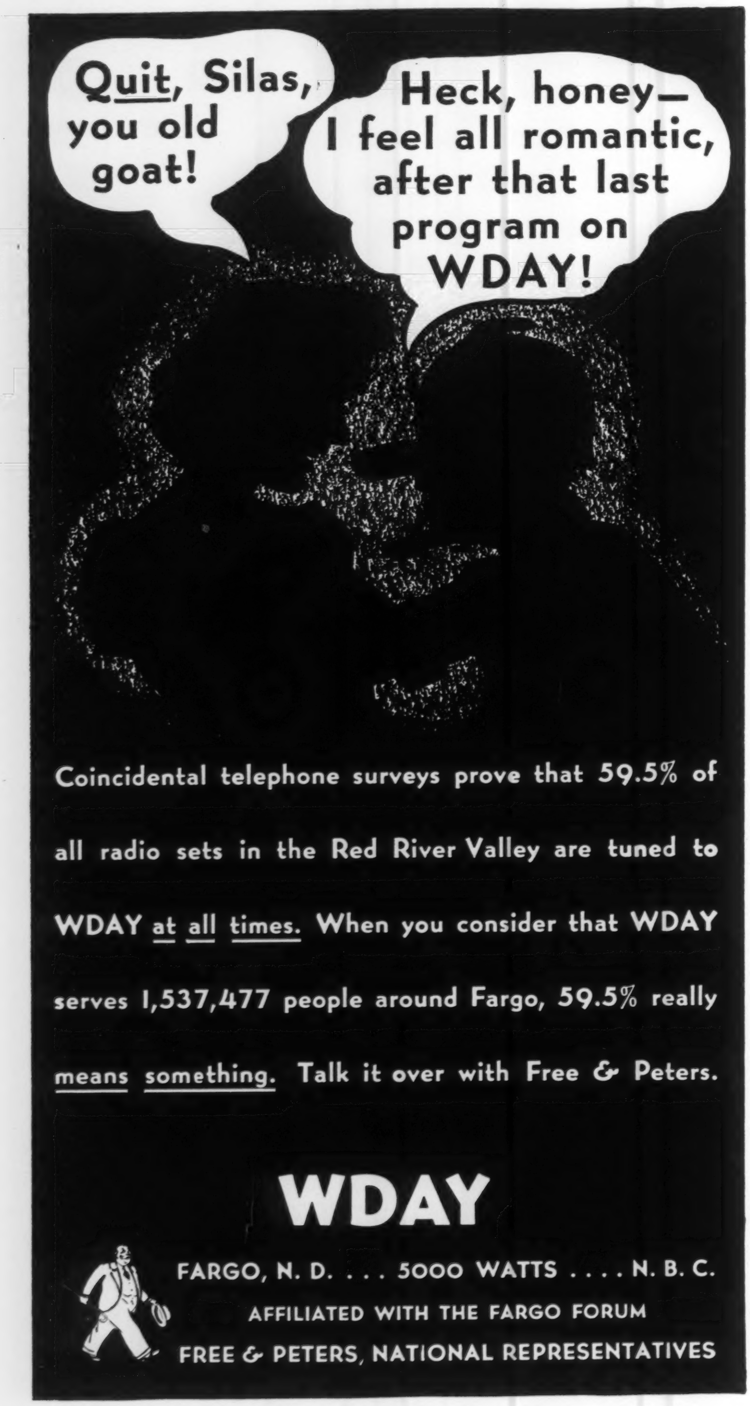
**COLUMBIA OWNED**

PROMINENT educators and writers, such as Mark Van Doren, Robert Hutchins, Alfred Noyes and Walter Lippmann, will be heard in a weekly quarter-hour series starting on Mutual Dec. 13 under the title *Education For Freedom*. General purpose of the program, as explained by Miller McClintock, president, is to air the views of leading educators on the American educational system and on what needs to be done "in order that America shall become a better informed nation." Series will originate from Mutual stations throughout the country. One speaker will be heard on each program.

# Purely PROGRAMS

### Service Series

DINWOODEY FURNITURE Co. is sponsoring *Stars in Your Window* on KSL Salt Lake City. Program idea is by Barratt Chadwick, KSL continuity editor, and tells the story behind the service stars in the windows of American homes. William Hardiman, concert master of the Utah State Symphony Orchestra, furnished the music. Utah State Historical Society is collecting material from the program.


Quit, Silas, you old goat!
Heck, honey— I feel all romantic, after that last program on WDAY!

Coincidental telephone surveys prove that 59.5% of all radio sets in the Red River Valley are tuned to WDAY at all times. When you consider that WDAY serves 1,537,477 people around Fargo, 59.5% really means something. Talk it over with Free & Peters.

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

### Community Program

COMMUNITY affairs program, entitled *Star Spangled Action*, is being sponsored daily on WMIN St. Paul by one of the largest department stores in the Twin Cities. Show is broadcast from an auditorium in the store and presents officers in local organizations active in promoting the war effort. Outstanding women are selected daily for service to the war and interviewed on the air. Program was sold following presentation of "Retail Promotion Plan."

* * *

### Fact Roundup

AGAINST the background sound of a ticking clock, WOV New York presents a five-minute roundup of facts twice daily, Monday through Saturday, titled *This Minute*. Material consists of estimates of "per minute" happenings such as ". . . sixty thousand persons in America are picking up the telephone to make a call," or "President Roosevelt's mail averages . . . five letters." W. E. Long, Chicago, feature service, provides the material.

* * *

### Song Requests

MUSICAL record program, *Sandman's Serenade*, heard nightly 10 p.m. to 2 a.m. on WOLF Syracuse, again claims status as a request program, with the approval of the Office of Censorship and within the Wartime Radio Censorship Code. Requests for songs are received by phone and from the tabulation of the requests the most popular songs are chosen to be played. No individual requests or messages are broadcast.

* * *

### Underground Series

DRAMATIZED stories of the underground movement will be heard on the BLUE in a weekly quarter-hour feature, *Out of the Shadows*, starting Dec. 5 under the auspices of the National Safety Council as a replacement for its current series *Men, Machines and Victory*. Council carries over into the new program its weekly "Safety Ace" award to the worker who has contributed to industrial safety.

* * *

### WOL Recruiting WAVES

WAVE DAY was held at WOL Washington, Mutal outlet, Monday, Nov. 22, to aid the recruiting in this branch of the Navy. WOL arranged with the Office of Naval Procurement to set up an information booth in the studios, and "open house" was held all day. The station broadcast WAVE announcements from 6:30 a.m. to 9 p.m., in addition to special programs during the day.

* * *

### Library Series

PUBLIC service series, *Reading Is Fun*, has been resumed by KEX Portland, Ore., in cooperation with the Oregon Junior League and the city's Library Association, to promote reading among children. Series has been broadcast regularly during the past five school years. Each Saturday condensation of a book recommended by the library is dramatized.

### Peace Plans

OBJECTIVES of peace plans ha been discussed by church, educational and civic leaders in a Sunda night series *Plans for Peace* (7:1 7:45 p.m.) on WKRC Cincinna Starting Oct. 31 with the Most Re John T. McNicholas, Catholic archbishop of Cincinnati, who discuss "The Catholic View of Univers Peace", series will conclude Dec. 1 when Harry B. Mackoy, past president, Kentucky Bar Assn., discuss "The Kelland, Stassen and Miscellaneous Plans." Other speake have included Charles P. Taf member of the provisional commi tee, World Council of Churche speaking for Protestants; Dr. Vi tor E. Reichert, rabbi, Rockda Temple, Cincinnati; Judge Chas M. Davis, Common Pleas Cour Cincinnati; Dr. Merton L. Ferso dean, College of Law, U. of Cinci nati; Judge Florence E. Allen, U S. Circuit Court of Appeals. At conclusion WKRC will issue transcrip of discussions for local stud groups.

* * *

### KQW Contest

PERFORMERS from stage, concert and radio who have set aside their careers to work in San Francisco shipyards spotlight *These Ar the People*, new show heard at 6 p.m. (PWT) Wednesdays over KQW. Each compete for the weekly award of a $25 War Bond and an opportunity to appear on the final broadcast and win the grand prize of a full week's engagement at the Warfield Theater in San Francisco.

* * *

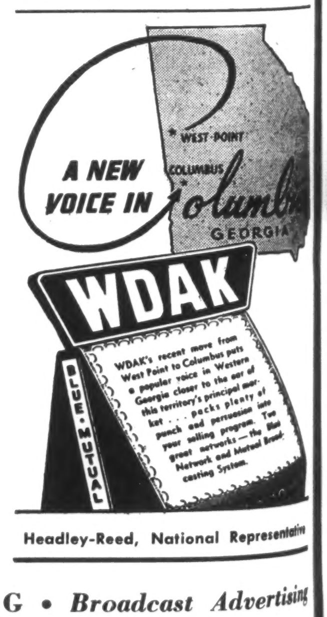
### 'Gripsholm' Series

WHN New York has been running a series of programs tying in with the return voyage of the prisoner exchange ship "Gripsholm." Third of the series before the scheduled arrival of the boat Dec. 2, was an interview with Joe J. Mickle, secretary of the Foreign Mission Conference of North America, who gave some information on the Protestant missionaries on the ship.

* * *

### On Record

POPULARITY RECORD program entitled *Battle of the Songbirds*, in which featured artists must rate a weekly total of 5,000 votes from listeners to stay in the contest, is heard five times weekly on WMCA New York.

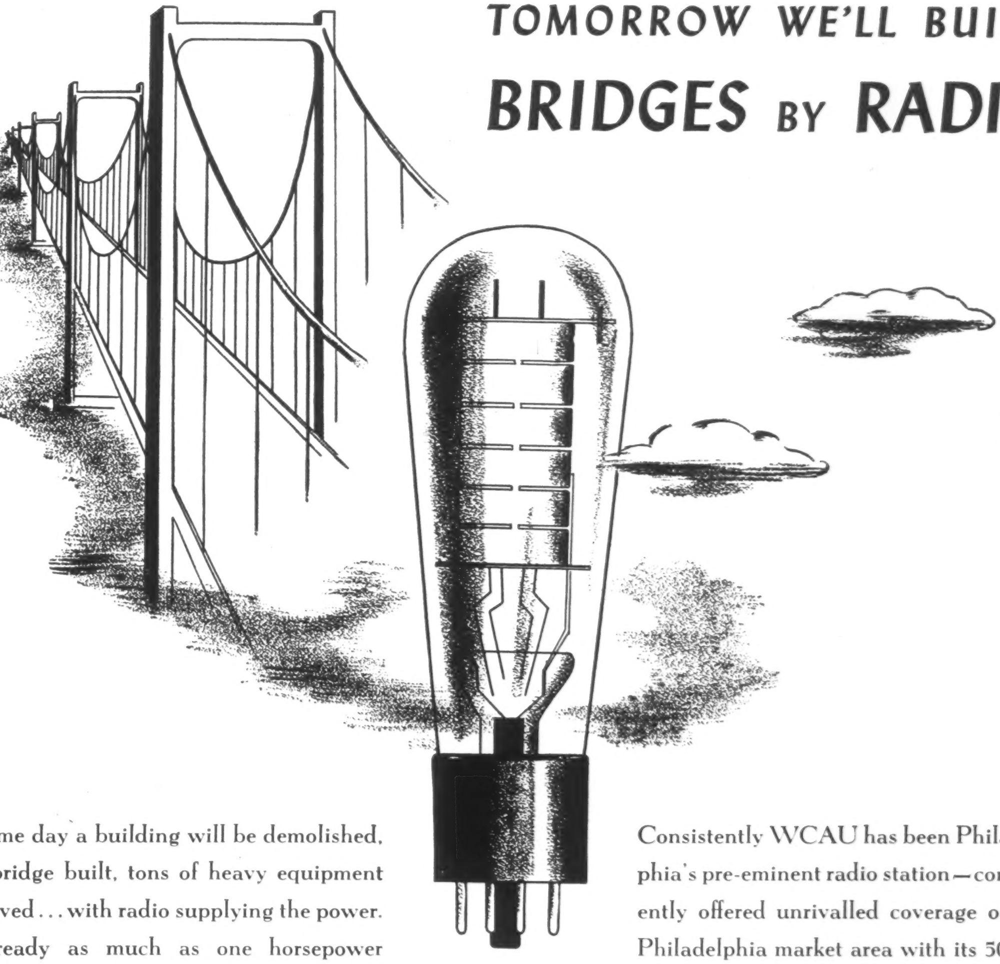


WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks—the Blue Network and Mutual Broadcasting System.

Headley-Reed, National Representati

XUM

# TOMORROW WE'LL BUILD BRIDGES BY RADIO



Some day a building will be demolished, a bridge built, tons of heavy equipment moved . . . with radio supplying the power. Already as much as one horsepower has been transmitted and present-day scientific experiments indicate that this is only the beginning.

Radio faces vast new fields of endeavor . . . amazing new possibilities of service . . . after the four corners of the world again join hands in peace and friendship.

The Leadership of Today is the foundation upon which will be built the leadership of Tomorrow.

Consistently WCAU has been Philadelphia's pre-eminent radio station — consistently offered unrivalled coverage of the Philadelphia market area with its 50,000 watt, clear-channel, non-directional signal pattern — consistently a proponent of the highest standards of broadcasting (Philadelphia's first FM station and one of the first stations in the country licensed for Television).

The WCAU record of Tomorrow will be a greatly enlarged repetition of its outstanding performance Today.

**WCAU**

**PHILADELPHIA**

# Agencies

**TYLER DAVIS**, recently named radio director for the Chicago office of J. Walter Thompson, assumes his new post Jan. 1. He was assistant to the president of Lake-Spiro-Shurman, Memphis, and prior to that was radio director of Kenyon & Eckardt, New York. He replaces Buckingham Gunn, newly-appointed program director of WGN Chicago.

**CHARLES KONDLA**, formerly with the *N. Y. World Telegram*, has joined Blackstone Adv., New York, as account executive.

**TERENCE F. MacGRATH**, formerly vice-president and account executive of Kelly, Nason Inc., New York, has joined Cecil & Presbrey, New York, in a similar capacity.

**GEORGE T. BERTHON**, formerly sales manager of Oxo (Canada) Ltd., has joined the Montreal office of Young & Rubicam. He was at one time with A. McKim Ltd., advertising agency, at Montreal and Winnipeg offices.

**MARVIN GREEN**, formerly head of agency bearing his name, has joined the Buchen Co., Chicago, as account executive.

**WARREN JOHNSON**, account executive at Ruthrauff & Ryan, Chicago, has joined the Navy.

**E. NORTON HUNT** has left Benton & Bowles to join John Falkner Arndt & Co., Philadelphia, as assistant to David B. Arndt.

**JOHN F. GREIG** has been appointed treasurer and head of the media department of A. E. Nelson Co.

## Kudner in S. F.

ARTHUR KUDNER Inc., announces the opening of a Pacific Coast branch at 215 Market St., San Francisco, with Lloyd Myers, for 11 years with Bowman, Deute & Cummings, San Francisco, in charge. Firm will handle the Matson Navigation Co. account.

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**ARLYN COLE**, who joined the Navy about one year ago and is on leave of absence from MacWilkins, Cole & Weber, Portland, Ore. agency, recently was commissioned a lieutenant (j.g.) in the Naval Reserve and is director of public relations for that area.

**LARGER** quarters in the London Guarantee Building, Chicago, have been taken by both Spot Sales, Inc. and the John Pearson Co., station representatives.

**MARY HARRIS**, formerly production assistant on Phil Baker's CBS program, and previously with Ruthrauff & Ryan, New York, has joined Young & Rubicam, New York, assigned to daytime programs.

**RUSS JOHNSTON**, West Coast radio director of McCann-Erickson Inc., is in New York for several months to develop new shows. Lloyd Coulter, vice-president in charge of radio, has returned to New York.

**CONDON** Co., Advertising, Tacoma, Wash., has moved to larger offices at suite 1105, Rust Bldg.

**EVE STANLEY**, former freelance writer, has joined Hollywood staff of Tom Fizdale Inc., national publicity service.

**WHILA WILSON**, Hollywood manager of Compton Adv. Inc., currently is in New York for home office conferences.

**L. W. HOFFMAN** is now production manager of Erwin, Wasey & Co. Seattle.

**MARY E. HUSSONG**, formerly account executive of Fuller, Smith & Ross Inc., New York, recently joined the creative staff of Botsford, Constantine & Gardner Inc., San Francisco.

**GERALD ARNOLD**, formerly an executive of Advertising Counselors Inc., Phoenix, has formed his own agency under name of G. E. Arnold Co. Adv., with offices at 515 Title & Trust Bldg.

**MAX F. SCHMITT**, formerly director of advertising and sales promotion of Collins & Aikman Corp., has joined J. Walter Thompson Co., New York as account executive.

**BERT PIERCE**, former automobile editor of the *New York Herald Tribune*, has joined the publicity department of J. M. Mathes Inc., New York.

**HAROLD E. MIDDLETON**, formerly with Advertisers' Inc., C. C. Winningham Agency, and Chrysler Corp. has joined Ruthrauff & Ryan as space-buyer in the agency's Detroit office.

**FREDERICK W. LUTTMANN**, formerly with Benton & Bowles, has joined Geyer, Cornell & Newell, New York, as executive contact man.

**JAMES S. NORRIS**, formerly with Young & Rubicam, New York, has been appointed copy director of the New York office of Joseph Katz Co.

**SAM BLAKE**, formerly of the Earle Ferris Publicity Office, is handling both national and Greater New York radio publicity for the 1944 "March of Dimes" campaign of the National Foundation for Infantile Paralysis.

**GEORGE TAGGART**, formerly assistant general program supervisor of the Canadian Broadcasting Corp. has opened offices under his own name as broadcast counsel and entertainment bureau at 165 Yonge St., Toronto.

**ERNEST (Bunny) CHARLES**, producer of CBS Hollywood, has joined the staff of Young & Rubicam and currently is assigned assistant producer on the weekly CBS *Dinah Shore* program.

**STELLA CHANEY**, formerly manager of the now non-existent Robert Palan & Co., St. Louis agency, has joined Glasser-Gailey & Co., Los Angeles, as account executive.

## RCA Demonstrator

RCA dynamic demonstrator, a circuit diagram designed for laboratory and classroom instruction in radio, is now in production and is available to schools and training classes on a priority basis.

WGR

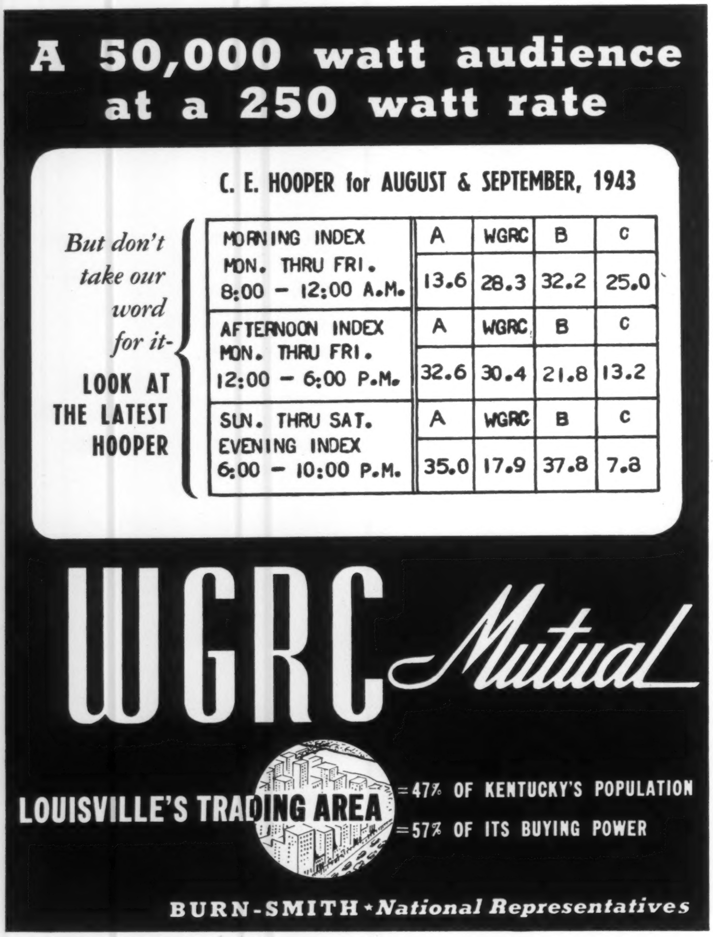
5,000 WATTS
550 K. C.

Buffalo's Most Powerful Transmitter Plant

MUTUAL

BUFFALO BROADCASTING CORPORATION
National Representatives:
FREE & PETERS, INC.

BUFFALO BROADCASTING CORP
WGR



A 50,000 watt audience at a 250 watt rate

C. E. HOOPER for AUGUST & SEPTEMBER, 1943

But don't take our word for it-
LOOK AT THE LATEST HOOPER

| | A | WGRC | B | C |
|---|---|---|---|---|
| MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M. | 13.6 | 28.3 | 32.2 | 25.0 |
| AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M. | 32.6 | 30.4 | 21.8 | 13.2 |
| SUN. THRU SAT. EVENING INDEX 6:00 - 10:00 P.M. | 35.0 | 17.9 | 37.8 | 7.8 |

WGRC Mutual

LOUISVILLE'S TRADING AREA
=47% OF KENTUCKY'S POPULATION
=57% OF ITS BUYING POWER

BURN-SMITH • National Representatives

REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kackley

50,000 WATTS
CBS

WCKY

THE L. B. Wilson STATION

## Bernard Schnitzer Heads G&G Retail Department

BERNARD B. SCHNITZER, agency merchandising director of Garfield & Guild, San Francisco, has been appointed head of a special retail radio department formed to service retailers in Northern California interested in radio advertising as a result of the current radio industry promotional drive.

Mr. Schnitzer

Mr. Schnitzer, who will work with Walter Guild, vice-president in charge of radio, is former market editor for both *Women's Wear Daily* and the *Daily News Record.*

### Chason in Agency

HERBERT S. CHASON, formerly advertising director of WHN New York, and prior to that in the sales promotion department of CBS, has acquired a partnership in the Surety Adv. Co., 280 Madison Ave., New York. Mr. Chason will head the company as president while his associate, Milton M. Rockmore, who founded the agency five years ago, will be vice-president. Three of the agency's ten accounts are utilizing radio: Purepac Corp. (proprietaries and insecticides); B. Nelson Co. (shoes); Stationers Specialty Co. (stationery), all of New York.

Mr. Chason

### M. H. Roberts

M. H. ROBERTS, president and treasurer of Roberts & Reimers, New York agency, died Nov. 26 at Greenwich Hospital, after a brief illness. Mr. Roberts was active in the founding of Kerr, McCarthy & Roberts, which eight years ago became Roberts & Reimer.

WNYC, New York's municipal station, on Dec. 6 starts a series of six Monday afternoon concerts by the New York Philharmonic Symphony orchestra from Hunter College.

AP

KLX, Oakland, Cal.

. . . May I commend you on the excellent idea of individual sales presentations for AP Telescripts.

Adriel Fried,
General Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

### Pottery Pull

WHEN Eastern-Columbia Los Angeles department store, offered 500 sets of 20-piece colored pottery at 94c on its nightly *Newsical Time* on KFVD, instructions were "no telephone or mail order" sales. Some 2,000 persons jammed the front doors the following Monday morning and police were called. Campaign of approximately 10 announcements was designed by The Mayers Co., Los Angeles agency servicing the account, as check on the 10 p.m. to 1 a.m. weekend listening audience.

### Hayden, Singer, Agency

HARRY HAYDEN, formerly general manager of Guide Magazines Group, and Harry Singer, previously national advertising manager of the *N. Y. Daily Mirror,* have formed an advertising, sales and promotion agency under the name Hayden & Singer, at 521 Fifth Ave., New York. Radio will figure prominently in the firm's activities, according to Mr. Singer.

### Mouk Opens Agency

RICHARD MOUK, formerly on the sales staff of the BLUE, has opened his own advertising agency at 655 Fifth Ave., New York. Telephone is Plaza 3-6608. The new firm will specialize in radio advertising, with emphasis on postwar production and consumption.

## Marvin Quits Esty Post To Join Ward Wheelock

RICHARD MARVIN, for four years radio director of William Esty & Co. and previously with J. Walter Thompson Co., has been named radio director of Ward Wheelock Co., New York, succeeding Blaine Butcher, resigned. Mr. Marvin entered advertising in 1926 as contact man and copy writer for Frank Presbrey. He joined J. Walter Thompson in 1929 as copy writer and was soon assigned to the Montreal office, where he handled radio for Canadian accounts.

Returning to the New York office in 1932, he worked on radio for Chase & Sanborn, Ponds and other accounts. He was made radio director of the Chicago office, remaining there until the fall of 1938 when he joined Esty. Mr. Butcher has not disclosed his plans.

### Gerber Elected

JOSEPH R. GERBER, president of Joseph R. Gerber Co., Portland, has been elected chairman of Board of Governors, Pacific Council, American Assn. of Advertising Agencies, succeeding Dan B. Miner, president of Dan B. Miner Co., Los Angeles. Terrell T. McCarty, president of McCarty Co., Los Angeles, and Warren C. Kraft, vice-president and Seattle manager of Erwin Wasey & Co., were named vice-chairman and secretary-treasurer, respectively. Mr. Miner and Robbins Milbank, San Francisco manager of Young & Rubicam, continue on Board of Governors for unexpired terms.

BULLETIN!

● "Durango, Colorado: The War Food Administration awards MONTEZUMA COUNTY'S FARMERS Agriculture Department's 'A' for outstanding production in 1943."

KIUP

DURANGO COLORADO

MONTEZUMA COUNTY'S ONLY RADIO COVERAGE WITH A COMPLETE FARM SERVICE—

PLUS

UNITED PRESS NEWS

WKBW

50,000 WATTS
1520 K. C.

Buffalo's Most Powerful Transmitter Plant

COLUMBIA

BUFFALO BROADCASTING CORPORATION
National Representatives:
FREE & PETERS, INC.

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

# Radio Advertisers

**CUSHMAN BAKING** Co., Boston, in a 30-day pre-Christmas campaign, on Nov. 24 started transcribed quarter-hour children's program, *Cinnamon Bear*, six times per week on WNAC Boston, WAAB Worcester, WEAN Providence, WGAN Portland. Harry M. Frost Co., Boston, has the account. Transcribed series is owned by Spot Sales Inc., New York.

**UNICORN PRESS**, Brooklyn, printer of the Funk & Wagnalls Encyclopedia, on Nov. 26 took over sponsorship of *Kid Wizards*, a sustaining show on WHN New York. The half-hour program features two teams of New York City school children answering queries. Account is handled direct.

**WALGREEN DRUG** Co., Chicago, on Nov. 29 began sponsorship of a five-minute news program on WMAQ Chicago. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

**G. BRASHEARS** & Co., Los Angeles (investments), in a test campaign currently is utilizing a schedule of five spot announcements per week on KMPC Beverly Hills, Cal. Contract is for 26 weeks. Agency is Elwood J. Robinson Adv., Los Angeles.

**METROPOLITAN** Federal Savings & Loan Assn., Los Angeles (investments), on Nov. 27 started sponsoring a 60-minute recorded program of classical music on KECA. Contract is for 26 weeks. Elwood J. Robinson Adv., Los Angeles, has the account.

**NEHI** Corp., Columbus, Ga. (Par-T-Pak), in a Los Angeles area campaign which started Nov. 22, currently is using a schedule of daily transcribed announcements on 8 stations. List includes KMPC KPAS KIEV KFAC KMTR KFOX KECA KHJ. Contracts are for 26 weeks. BBDO, Los Angeles, has the account.

**HAMILTON** County Savings & Loan War Bond Committee resumed sponsorship Nov. 28 on WSAI Cincinnati of *Salute to Our Heroes* in the interest of war bond sales through savings and loan associations. Program is heard alternate Sundays 6-6:15 p.m. (CWT).

**WARD BAKING** Co., Chicago, recently named J. Walter Thompson Co., Chicago, to handle the advertising of its Tip Top Bread, effective Dec. 31. Tip Top is now being handled by W. E. Long Co., Chicago.

**PLANTERS** Nut & Chocolate Co., San Francisco (peanuts, edible oil), recently appointed Erwin, Wasey & Co., San Francisco, to handle Pacific Coast advertising.

**PETER DOELGER BREWING** Co., New York, through its newly appointed agency J. M. Mathes Inc., New York, on Dec. 6 starts a series of station breaks and recorded musical spots with a gay nineties flavor on WAAT Jersey City.

**EIGHT-IN-ONE** (cold tablets), on Nov. 30 began sponsorship of a quarter-hour musical program, *Music for Fun*, on WMAQ Chicago, Tuesdays, Thursdays and Saturdays. The program replaces the *Radio Gossip Club*. Contract is for 20 weeks. Agency is H. W. Kastor & Sons, Chicago.

**AXELRAD FURNITURE** Co. has bought a quarter-hour transcribed music program on KSL Salt Lake City.

**LENNEN & MICHELL** has resigned the Better Vision account effective Nov. 26.

**WHERE-IS-I-AT? SYSTEM** for relaying producer's signals from control booth, is inspected by its inventors, Amos 'n' Andy and NBC engineer. Installed recently in network's Hollywood studios, the new cue box signals "speed up", "on the nose" and "slow down" with red, white and green lights respectively. Device-inspectors (l to r) are Harry Bryant, network engineer, Freeman Gosden (Amos), and Charles J. Correll (Andy).

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**OLD MINTY GUM** has signed a 26 week contract with WORL Boston for a 15-minute period across the board. Account was placed through H. L. Moore Agency, Boston.

**LITT CHINITZ** Inc., New York, men's clothiers, will expand its spot radio coverage in New York and New Jersey with a thrice-weekly quarter-hour sports news and personality program conducted by Sam Taub on WMCA New York starting Dec. 6. Store continues with spot announcements on WNEW, news on WINS, music on WAAT Jersey City, and Italian language programs on WHOM in that city. Business is placed by Bach Bernstein & Associates, New York.

**GENERAL FOODS** Corp., New York, has acquired the assets and business of Jersey Cereal, Chicago, with plants at Irwin, Pa., and St. Joseph, Mo., according to an announcement by Austin S. Igleheart, newly elected president. Jersey Cereal operations will remain unchanged by the deal, he said.

**NUGGETT PRODUCTS** Ltd., Montreal (Poliflor) has started five-minute musical spots thrice-weekly on a number of Canadian stations. Account was placed by A. McKim Ltd., Montreal.

**M. WEINSTEIN**, Los Angeles (jeweler) heavy user of local radio, on Nov. 27 started sponsoring the four weekly quarter-hour AP feature, *Today in History*, on KECA. Contract is for 26 weeks. Adolph Wendland Adv., Los Angeles, has the account.

**SEARS ROEBUCK** & Co., Los Angeles, in a three-week pre-Christmas campaign which ends Dec. 19, is using participations in the combined *Housewives Protective League* and *Sunrise Salute*, and *Bob Andersen News* on KNX, as well as a total of of 821 transcribed announcements on 13 local area stations. List includes KECA KHJ KFI KIEV KRKD KFAC KPAS KFOX KMPC KWKW KGFJ KMTR KGER. Agency is The Mayers Co., Los Angeles.

**DE FOREST'S TRAINING**, Inc., Chicago, has named MacDonald-Cook Adv., Chicago, to place its radio copy in several key cities. One series features W. N. Littlefield, chief of the educational staff. DeForest's Training, in talks on WCFL Chicago.

**H. SCHOENFELD & SONS**, New York, has named S. Duane Lyon Inc., New York, to handle advertising and promotion of Sunred sliced mushrooms and paprika. No radio contemplated for the present.

**CALIFORNIA** Walnut Growers Assn., through McCann-Erickson, San Francisco, is testing a foreign language campaign (Spanish) in Southern California using spot announcements over KMTR Los Angeles. The spots emphasize the protein value of Diamond walnuts and suggests their use as a meat substitute. Campaign will extend through the holidays.

**MEIER & FRANK** Co., Portland, Ore. (department store), has begun sponsorship of its annual Christmas show, *Letters to Santa Claus*, on KEX. Series begins each year day after Thanksgiving and ends Christmas Day.

**CAROL ALTON**, with Wilson Bros., Chicago (men's furnishings), since 1916, has been named advertising manager of the concern.

## Ivoryne on Blue

**GUM LABORATORIES**, Philadelphia (Ivoryne chewing gum), on Dec 13 will begin sponsorship of a quarter-hour musical program, *Hello Sweetheart*, on 38 BLUE stations, Saturdays, 5:45 p.m. Program will feature Nancy Martin, BLUE network vocalist, whose autographed picture and a box of Ivoryne gum will be sent to servicemen on request. Additional outlets are to be used. Contract is for 52 weeks. Agency is McJunkin Adv. Co., Chicago.

THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline
McClatchy Broadcasting Company
Sacramento, California
Robert A. STREET
National Sales Manager
Paul H. RAYMER CO.
National Representatives

## Dick Keplinger SEATTLE ANNOUNCER

# WINS H. P. DAVIS AWARD!

In competition with America's leading announcers heard over NBC and its affiliated stations, Dick Keplinger was chosen winner of the 1943 H. P. Davis Memorial Award. Winner of this award is selected on basis of "personality, diction, voice, versatility, and maintenance of consistently high standard in presentation of programs . . . judged from transcriptions taken at random without knowledge of the announcer." It is with pride that we point to Mr. Keplinger's seven years with these stations as chief of our news bureau. His achievement is recognition of the high standard of performance and production which this organization earnestly endeavors to maintain. GOOD radio production is an actuality in growing, prosperous Seattle! Keplinger programs include daily newscasts for Rhodes Department Store, and 4-a-week "Stories of the Day" for Grove Laboratories.

**KOMO**
NBC NETWORK
**KJR**
BLUE NETWORK
SEATTLE, WASHINGTON

TOTEM BROADCASTERS, INC.

# THE *Business* OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*ne—news programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### KFI Los Angeles

Helbros Watch Co., New York (time pieces), 2 *sp* weekly, thru William H. Weintraub & Co., N. Y.

Southern Pacific Co., San Francisco (employment), 2 *ta* weekly, 13 weeks, thru Foote, Cone & Belding, San Francisco.

E. Fougera & Co., New York (Fougera distributed products), 5 *ta* weekly, thru J. M. Korn & Co., N. Y.

Cocilana Inc., New York (Cocilana Nips), 5 *ta* weekly, 13 weeks, thru Al Paul Lefton Inc., N. Y.

Wilcox-Gay Corp., Charlotte, Mich. (Recordios), 7 *sa* weekly, 13 weeks, thru Clare Blakslee Adv., Lansing.

### KYW Philadelphia

Edward G. Budd Co., Philadelphia (war materials and auto bodies), 5 *sa* weekly, thru Lewis & Gilman, Philadelphia.

Freihofer Baking Co., Philadelphia (bread), 5 *sa* weekly, 52 weeks, thru Richard A. Foley, Philadelphia.

Abbotts Dairies, Philadelphia (Jane Logan and Abbotts ice cream), *sa* weekly, 52 weeks, thru Richard A. Foley, Philadelphia.

### KMPC Beverly Hills, Cal.

Garrett & Co., Brooklyn (Virginia Dare wines), 15 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

Wheatena Corp., Rahway, N. J. (Wheatena), 6 *ta*, *sa*, weekly, 13 weeks, thru Compton Adv., N. Y.

Airport Ground Schools, Los Angeles (technical instruction), 6 *sp* weekly, 13 weeks, thru West-Marquis, Los Angeles.

### WAIT Chicago

Western Electric Co., Chicago, 3 *sp* weekly, 13 weeks, direct.

Sun Life Insurance Company of America, Baltimore, (insurance) 5 *t* weekly, 13 weeks, direct.

Helio Minerals, Gordon Service Co., Detroit, 6 *sp* weekly, 13 weeks, thru United Advertising, Chicago.

### WRC Washington

Wildroot Co., Buffalo (Cream-Oil), *ne* weekly, 52 weeks, thru BBDO, N. Y.

Hubinger Co., Keokuk, Iowa (Quick elastic starch), *sa* weekly, 13 weeks, thru Ralph Moore, St. Louis.

Cocilana Inc., Brooklyn, N. Y. (cough drops), 4 *sa* weekly, 52 weeks, thru Al Paul Lefton Inc., N. Y.

Dr. Ellis Sales Co., Pittsburgh (wave set & nail polish), 3 *sp* weekly, 13 weeks, thru Smith, Taylor & Jenkins, Pittsburgh.

J. H. Filbert Inc., Baltimore (Mrs. Filbert's products), 36 *sa* weekly, 13 weeks, thru Courtland D. Ferguson, Baltimore.

Grabosky Bros., Philadelphia (Royalist cigars), 5 *sa* weekly, 13 weeks, thru Harry Fiegenbaum Adv. Agency, Philadelphia.

### WIND Gary-Chicago

*Chicago Daily News*, Chicago (Blackhawk Hockey games), 25 *sp*, direct.

Galvin Mfg., Corp., Chicago (Motorola radios-help wanted), 3 *sp* weekly, 52 weeks, direct.

Civic Opera House, Chicago (Waltz King, 3 *sa* weekly, thru United Broadcasting Co., Chicago.

Woods Theater, Chicago (*In Old Oklahoma*). 18 *sa*, thru Weiss & Geller, Chicago.

Chicago Arena (Ice Follies), 10 *sa*, thru Walter L. Rubens & Co., Chicago.

*Chicago Herald American* (newspaper), 8 *sa*, thru Bozell & Jacobs, Chicago.

### KILO Grand Forks, N. D.

Morton Salt Co., Chicago (farm salt), 3 *ta* weekly, 9 weeks, thru Klau-Van Pietersom-Dunlop Assoc., Milwaukee.

Tidewater Associated Oil Co., N. Y. (Tydol-Veedol), 6 *sa* weekly, 13 weeks, thru Lennen & Mitchell, N. Y.

Vess Beverage Co., St. Louis (Whistle), 3 *ta* weekly, 13 weeks, thru Russell C. Comer Co., Kansas City.

Gluek Brewing Co., Minneapolis (Gluek's Stout), 3 *sp* weekly, 52 weeks, thru N. W. Network, St. Paul.

Coca Cola Bottling Co., Atlanta, *ne* weekly, 52 weeks, direct.

### WHO Des Moines

Richard Hudnut Co., New York (Three Flowers), 5 *ta* weekly, 13 weeks, thru Kenyon & Eckhardt, New York.

Christian Science Comm. on Publications (Religious), *sp* weekly, 52 weeks, thru Fairall & Co., Des Moines.

Soyawheat Co., Redwing, Minn. (Soyawheat), 5 *sa* weekly, 13 weeks, thru Buchanan-Thomas Adv., Co., Omaha.

20th Century-Fox, New York ("Happy Land"), *sa*, *ta*, thru Kayton-Spiero Co., New York.

### KFRC San Francisco

Leslie Salt Co., San Francisco (salt), 4 *ta* weekly, 52 weeks, thru Erwin, Wasey & Co., San Francisco.

*Coronet Magazine*, Chicago (periodical), 6 *ta* weekly, thru Schwimmer & Scott, Chicago.

Allen & Carroll, Oakland, Cal. (Refrig-O-Master), 3 *sa* weekly, 52 weeks, direct.

Lumbermen's Mutual Casualty, Chicago (insurance), *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.

First Federal Savings & Loan Association, Oakland, Cal. (loans), *ne* weekly, 52 weeks, thru Pacific Advertising Staff, Oakland.

Pacific Telephone & Telegraph Co., San Francisco (help wanted), 5 *t* weekly, direct.

Butay Products Co., Los Angeles (Raindrops), 2 *sp* weekly, 8 weeks, thru Glasser-Gailey Co., Los Angeles.

Kilpatrick's Bakery, Oakland (bread), *sa* weekly, 26 weeks, thru Emil Reinhardt, Oakland.

Safeway Stores, San Francisco (Pirates Gold Graham Crackers), 2 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

Hale Bros., San Francisco (department store), 4 *sa* weekly, 13 weeks, thru McCann-Erickson Adv. Agency, San Francisco.

Gragnano Products, San Francisco (spaghetti sauce), 2 *ta* weekly, 13 weeks, thru Brisacher, Davis & Staff, San Francisco.

Mutual Benefit Health & Accident Association, San Francisco, 6 *sp* weekly, 13 weeks, thru B-T Advertising Service, San Francisco.

### WOR New York

Edelbrau Brewery, Brooklyn, weekly *sp*, 52 weeks, thru Roy S. Durstine Inc., N. Y.

Benson & Hedges, New York (Virginia Rounds), 5 *ne* weekly, 52 weeks, thru Arthur Kudner Inc., N. Y.

Fischer Baking Co., Newark, N. J., 3 *ne* weekly, 52 weeks, thru Scheck Adv., Newark.

Hoffman Beverage Co., Newark, N. J. (beer), 3 *ne* weekly, 52 weeks, thru BBDO, N. Y.

### KPAS Pasadena, Cal.

Union Pacific Railroad, Los Angeles (help wanted), 5 *sp* weekly, thru The Caples Co., Los Angeles.

Southern California Telephone Co., Los Angeles (help wanted), 26 *sa* thru The Mayers Co., Los Angeles.

Fond Household Cleaner Co., Los Angeles 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

## *RADIO IS FAVORITE FOOD AD MEDIUM*

REVEALING that radio is the favorite advertising medium for coffee, flour and packaged cereal, the Federal Trade Commission has reported to Congress the results of its 3½-year study of established trade practices in the selling and distribution of important food products. The report sharply criticized selling and distribution methods as cumbersome and expensive, taking as much in some instances as one-half the consumer dollar.

For the coffee companies studied, the advertising breakdown was radio, 24.2%; newspapers, 14.81%; magazines, 4.11%; trade journals, 4.18%; outdoor, 3.82%. Leaflets and literature for local distributors received 22.79%.

Radio was a strong favorite with cereal firms, receiving 54.82% of the advertising budget of the firms studied. Newspapers received 15.56%; magazines 9.21%; posters 1.73%, and other media fractional sums.

Flour firms studied favored radio for advertising expenditures, with radio receiving 44.58%. Magazines received 12.54%; newspapers, 8.12%; trade journals, 2.57%; outdoor, 2.19%.

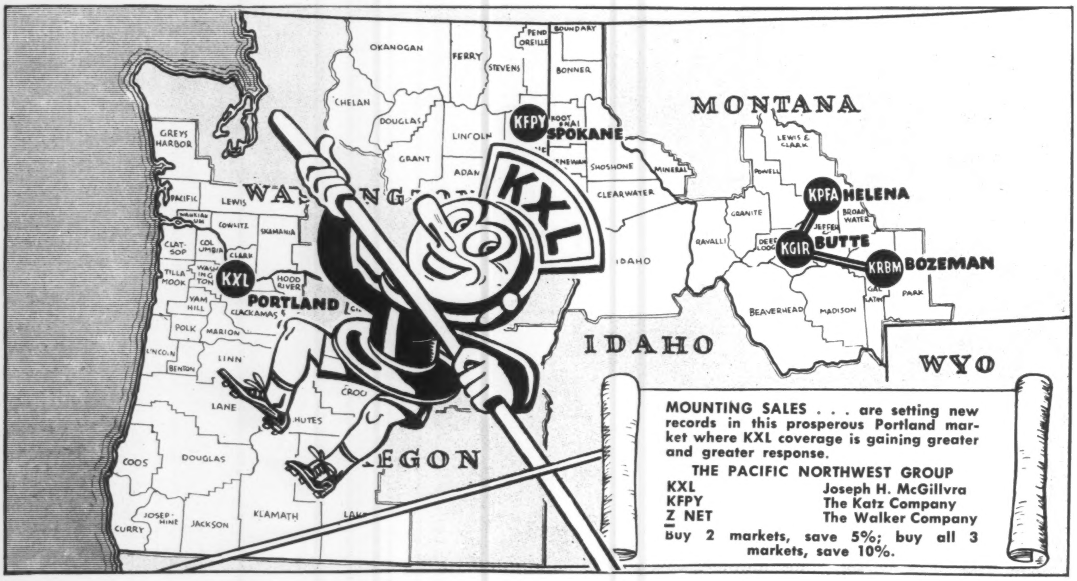
Advertising habits of canners were strongly influenced by brand names, or lack of them, the report said. Of 92 firms questioned by the FTC, only two marketed all their pack under their own brands, but in 1939, 43 firms spent $3,285,475 for advertising. Of this sum, magazines received 29.8; newspapers 7.7%; radio 5.6%; trade journals, 2%.

## Planning Session

EXECUTIVE Engineering Committee of the NAB discussed the extent and nature of the participation of the broadcasting industry in the panels soon to be established by the Radio Technical Planning Board to study the standard broadcast band, the FM and television channels, at a meeting held Friday at the Roosevelt Hotel, New York. John V. L. Hogan, WQXR, chairman of the committee, presided at the meeting, which was also attended by O. B. Hanson, NBC; Franklin Doolittle, WDRC; William Lodge, representing E. K. Cohan, CBS; Howard S. Frazier and Arthur Stringer, NAB. G. Porter Houston, WCBM, could not be present, but sent his suggestions by wire.

THE CBS reference library, established three years ago, has been expanded and renamed the CBS reference department, with William C. Ackerman, director of the library, in charge of expanded operations. Functioning with the reorganized division will be a program research division, headed by Stanford Mirkin, formerly of the CBS program department. Miss Agnes Law, as librarian, will be in charge of the library division of the reference department.

WINTERINE MFG. Co., Denver, (Antarctic antifreeze) has been ordered by the Federal Trade Commission to cease advertisements on the air that the product will protect a normal cooling system from freezing for a full winter season without rusting or deteriorating the hose and without clogging the passages in the cooling system.

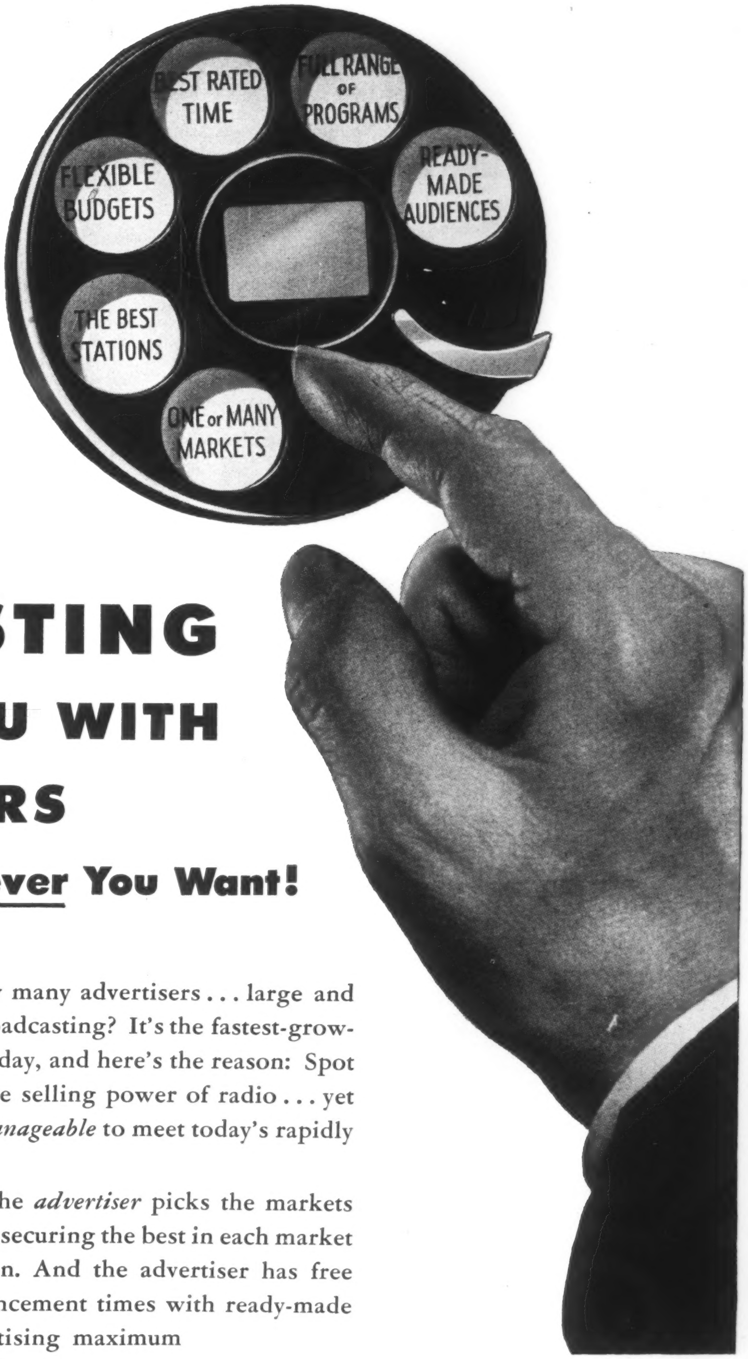


MOUNTING SALES . . . are setting new records in this prosperous Portland market where KXL coverage is gaining greater and greater response.

THE PACIFIC NORTHWEST GROUP

KXL — Joseph H. McGillvra
KFPY — The Katz Company
Z NET — The Walker Company

Buy 2 markets, save 5%; buy all 3 markets, save 10%.



## As simple as dialing...

# SPOT BROADCASTING CONNECTS YOU WITH CUSTOMERS

## Wherever and Whenever You Want!

• Have you noticed how many advertisers . . . large and small . . . are turning to Spot Broadcasting? It's the fastest-growing form of radio advertising today, and here's the reason: Spot Broadcasting works with all the selling power of radio . . . yet it's completely flexible—*sales-manageable* to meet today's rapidly changing conditions!

In Spot Broadcasting, the *advertiser* picks the markets he wants. He picks the stations, securing the best in each market regardless of network affiliation. And the advertiser has free choice of programs and announcement times with ready-made audiences . . . to give his advertising maximum effectiveness everywhere at minimum cost.

Bring your current advertising problems to your John Blair man. Chances are his market facts, his merchandising experience, his knowledge of radio and fine radio stations will contribute greatly to their solution.

**JOHN BLAIR & COMPANY**

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

"Plug" Kendrick says:

**SHOWS MEAN AUDIENCE!**

COUNTER SPY
PHILCO HOUR
CHAPLAIN JIM
BOSTON SYMPHONY
WAKE UP AMERICA
METROPOLITAN OPERA
VOICE OF THE SOUTH

**ALL ON —**

**WINN**
**LOUISVILLE**
*with*
**WINN**
*Your*
**BLUE NETWORK STATION** *in*
**LOUISVILLE, KY.**

•

**D. E. "Plug" Kendrick**
President and General Manager
**G. F. "Red" Bauer**
Sales Manager

# Charges Against FCC Heard

(*Continued from page 10*)

committee that "there's still too much advertising matter on the air. Not all of the stations adhere to the code."

"We feel that our efforts have gone a long way toward improving broadcasting generally," said Mr. Glade. He enumerated the improvements as six: (1) lessening the volume of advertising copy; (2) removing from the air many "unpleasant types of advertising copy"; (3) securing a definite improvement in the quality of children's programs; (4) broadening of religious programs; (5) developing methods of helping educational interests, and (6) providing for proper handling of controversial issues other than politics.

Senator Wheeler complimented Mr. Glade on the code but said "unfortunately many of the stations do not comply with it". He specifically mentioned Serutan, Carter's Little Liver Pills and Ex-Lax as "offensive" commercials and blamed the networks for permitting them on the air.

"Should or should not the Commission have something to do with it (certain advertising) in the public interest?" asked Senator Wheeler. "It's apparent your organization cannot enforce it, yet the decent element of the radio industry wants to do it. I am not in favor of the Commission doing it, but something has to be done."

Mr. Glade said the NAB was "hopeful that the various organizations called radio councils will be able to put the pressure on stations not abiding by the code". When he said the Federal Trade Commission "has been doing a good job" in enforcing certain phases of the law in connection with advertising, Chairman Wheeler surmised that FTC could "get at" only a "very small portion".

### *Allocation of Time For Issues Favored*

"I still feel the tremendous potencies of these organizations" said Mr. Glade. "Contemplate how much cleaner than some magazines is radio; it is cleaner than some movies. Some advertisements, however, shouldn't be on the air." Answering a direct question from Senator Wheeler, Mr. Glade said he would guess about half the NAB membership adheres strictly to the code, although he posed the question: "Is it fair to take one station and judge all stations on that basis?"

Senator Wheeler said he referred to the networks in connection with certain proprietary medicines, then asked: "If the networks don't live up to the code how are you going to make the little stations that need the money comply?" When Mr. Glade said he had been reminded that Serutan was on the BLUE Network and that the BLUE and Mutual were not members of the NAB, Senator Wheeler declared:

"Until just recently the BLUE Network was part of NBC. That's no excuse. You can't disassociate the BLUE Network from NBC."

Mr. Glade said he favored setting aside a portion of time for the discussion of public issues. Senator Wheeler proposed having the "chains" take "an option on time each day or each week and set that aside for the discussion of public issues. Wouldn't that solve it?" he asked.

The witness pointed out that the "evolution of wide-range recording makes it possible to cooperate without the loss of money" in cases where a network offers a speaker, such as Winston Churchill, in a time sold locally. He explained the local station could record the talk and put it on later.

When Senator Wheeler asked the question he has asked of practically every witness: "Do you believe when a commentator makes an attack on an individual or public officer, the person attacked should be given equal time on the commentator's own program to reply?" Mr. Glade answered in the affirmative. He explained that KSL had taken off all news analysts and is sticking to objective reporting. Senator Wheeler complimented him.

### *Sykes Favors Rotating Chairmanship*

Judge Sykes, who served first on the old Federal Radio Commission and later the FCC (1927-1939), went on record favoring a provision of the proposed bill which would break the FCC down into divisions, common carrier and broadcasting, which, he said, would be "natural divisions". He urged the committee, however to consider further steps and rotate the FCC chairmanship each year as well as the chairmanship of the two divisions. He expressed the belief that the chairman should serve at some time as a commissioner and each commissioner should serve as chairman. He opposed an even number on either division however, on the basis that decisions could be held up due to a split.

Senator Wheeler asked if a five-man Commission wouldn't serve better than one of seven men. "I've always thought that some commissions are too large," he said.

"There is enough work for seven men," said Judge Sykes. "We hear a lot about developments in radio. We have heard a great deal about inventions and improvements. They may, to a great extent, revolutionize the present allocation of frequencies. The President assigns frequencies for Government services through the Interdepartment Radio Advisory Council, and that clears through the Commission."

"As the law now stands," said Senator White, "the President may take any frequency he so desires for the Government."

"Is it conceivable, under the law as it is now," asked Senator Hawkes, "that the Commission could assign all frequencies to the Government and keep private interests off the air?"

Explaining that the President, under the law, assigns Government frequencies, Judge Sykes said it is possible for the President to assign all standard frequencies to Government departments, although he added that the President is guided by the limitations placed by IRAC, which takes in frequencies which won't interfere with private broadcasting.

"I think the only limitations are his conscience," remarked Senator White.

"It isn't conceivable that the President would do it," said Senator Hawkes, "but he could, under the present law, could he not?" Judge Sykes gave an emphatic "yes".

Judge Sykes recommended that no Commissioner be permitted to succeed himself as chairman. He said he was in accord with other provisions of the bill which set forth the chairman's duties.

### *Sykes, Wheeler Agreed On Intervenor Section*

"I think the setup was correct in the first place," said Senator Wheeler, referring to the original Senate bill which provided for a five-man Commission broken into two divisions. "The Commission ought to have two divisions of five members."

On the right to intervene Judge Sykes approved the proposed measure as it stands, contending that while the phrase "aggrieved or adversely affected" appear in the present law, "we have taken those two words to mean the same". "The intervenor section and the appeals section simply mean this," he continued, "Anyone who has a right to appeal after a decision also has a right to intervene before the decision is rendered by the Commission." Senator Wheeler was in accord with Judge Sykes.

Judge Sykes urged a series of graduated penalties short of revocation for infractions. He divided violations into two categories—those which violate the law and those which are infractions or "misdemeanors" against Commission regulations. He also recommended that Congress define "gift enterprise" with relation to lottery.

### *Business Control Related to Program Control*

Again Chairman Wheeler said that many broadcasters "see how far they can go without actually violating the law". Judge Sykes suggested Congress strike the phrase "gift enterprise" but Senator Wheeler said it might pave the way for "near-violations". The former FCC Chairman told the committee he favors the declaratory judgment clause.

Judge Sykes said he favored the clause which prohibits the Commission from exercising any control over business practices of broadcasters and that threw the hearing into heated debate, with Senator

*"Why doesn't she do her advertising over WFDF Flint Michigan?"*

# Established as a Symbol of National Service...

Like the coat of arms of ancient families, the Insignia of the CBC has a special significance. Two golden electric flashes converge below a map of Canada symbolizing the fact that, through the medium of national radio, each part of the Dominion is brought into contact with all other sections of the country.

*Just as our fathers and grandfathers talked familiarly of the CPR, the GTP and the CNR so today modern Canadians think instinctively of the Canadian Broadcasting Corporation in terms of the initials CBC.*

*That is because CBC is an established institution whose influence is felt in every province, county and township in the Dominion. Day after day CBC makes a definite contribution to the pattern of our national life. Day after day it covers all Canada in a broad, national service . . . enabling Canadians everywhere to share fully in the panorama of music, drama, entertainment, and news services provided by the converging of many of the finest programmes from five other great broadcasting systems with the network programmes of the CBC.*

## CANADIAN BROADCASTING CORPORATION

. . . i'm Tommy Johnson*

*I'm 10 years old. And I'm in 5th grade.*

*The other day a lady telephoned and she said, "What radio station are you listening to?" It was 20 minutes to five. And she should have known our radio was tuned in to "The Seahound".*

*That lady could call me any school day between 4:30 and 6:30 and she would find that I would have our set tuned to WTCN.*

*"Cause that's where all the programs are we kids like!"*

*In almost every home where there's a Tommy, Annie, Mary or Johnnie the radio set is tuned to "Kid Shows" during the Children's Hour. And that's 4:30 to 6:30 weekdays . . over WCTN.

This advertisement is another example of WTCN program promotion.

It (and a score of others like it) are appearing regularly in newspapers in our coverage area.

WE'LL GET BEHIND YOUR SHOW, TOO! WHEN IT'S ON WTCN

WTCN
. . . . 1280 ON YOUR DIAL

Wheeler carrying the torch in favor of Commission control.

Senator Wheeler contended that business control had to do with a person who might go on the air and take one side of an issue, yet the opposition would not be permitted to reply. "That's business practice," he declared.

"I don't agree with you, Senator," replied Judges Sykes.

"I don't see how you can disagree," replied the chairman. "What is public interest?"

"It's the service a station proposed to render the public," replied the witness. "You don't want supervisory control over programs, but you do want the Commission to have a broad power to determine whether the service of a station has been in the public interest, convenience and necessity. Under my idea you couldn't regulate programs."

Senator Wheeler referred to the three cases in which licenses were revoked—Schuler, Brinkley and Baker, and demanded to know if the Commission didn't exercise program control.

Judge Sykes said the Commission at the time weighed all evidence and felt that the stations in question were not operating in the public interest.

"Supposing the present Commission should say that certain commentators were not in the public interest," said Chairman Wheeler. "If we put a provision in saying the Commission can't regulate business practices, then they couldn't put those commentators off the air." Judge Sykes said the Commission, when he was a member, considered the character of a licensee and all phases of his operations. "We tried as much as we could to not censor anything," he added.

Asking permission to leave his role of "individual" and speak as counsel of the Newspaper Radio Committee, Judge Sykes urged the committee to adopt an amendment "clarifying the law so that the Commission cannot make any occupational discriminations." He was given permission to include in the record a 17-page statement prepared by Herbert Bingham, general counsel for the Federal Communications Bar Assn., but which Mr. Bingham couldn't use because Senator Wheeler asked him to refrain from comparing the proposed legislation with the old Sanders Bill. The statement included comparisons between the two bills.

## Gas Cookin'

WHEN Chairman Wheeler of the Senate Interstate Commerce Committee said last Wednesday that Congress "ought to lay down some definite rules in the law so the radio industry knows what's what," FCC Commissioner Craven exclaimed: "Now you're cookin' with gas." Replied Senator Wheeler: "I don't know what you're talking about." "He means you're hot," interposed Senator Tobey and Commissioner Craven clarified it with: "I mean you're on the right track."

### *Craven Forecasts Electronic Developments of Future*

Commissioner Craven, who fortnight ago told the House Sele Committee investigating the FC that Congress must revise the Communications Act of 1934 and spe out the Commission's power [BROADCASTING, Nov. 22-29], tol the Senate committee Tuesday th the White-Wheeler bill "is generally sound and should be enacted in law in some form". He said, however, that certain provisions neede strengthening. He called on th committee to "weigh all eviden very carefully before adopting legislation in final form".

Mr. Craven mentioned developments in radio and the relation o future technical progress to today' legislation. He told of improvements in international communications and warned that "in this field alone Congress will be confronted with real problems of the future".

Through developments in the field of microwaves, which the Commissioner termed "short-range", he declared "the present useful radio spectrum will be extended 300-fold, thus making space not only for some sorely needed radio channels for domestic communications and broadcasting but also for some new uses of radio". Through the microwave, stations can be linked, he explained, "to constitute a system".

Mr. Craven touched on wide-band transmission developments, told of research in television and FM. As a result of expansion in electronics he predicted telegraph trunk lines will be replaced by radio; color television will be broadcast on a nationwide scale; telephones will have video attachments; radio will play a new and important role in postwar aviation and in control center for doctors' calls, taxicabs and eve in the delivery of consumers' goods. Electronics will be important to chemistry, medicine, surgery and in manufacturing, he added, but he brought out that new uses for radio no doubt would create some interference, "with communications on one hand and industrial electronics on the other".

### *Sees New Era, With Huge New Industry*

"I foresee a new era which I like to term the 'electronic era'," Commissioner Craven asserted, "the importance of which in modern social economics cannot be disregarded. A huge new industry is possible—just the kind of life-blood

"IT'S ALWAYS ON YOUR DIAL"
30 710 770 880 930
WEAF WOR WJZ WABC WPAT
WPAT
ON YOUR DIAL AT
93

TIME . . . for RESULTS!

No matter what time you buy on WPAT... you're buying audience! That's because we know that we never really sell time . . . *WE SELL RESULTS!*

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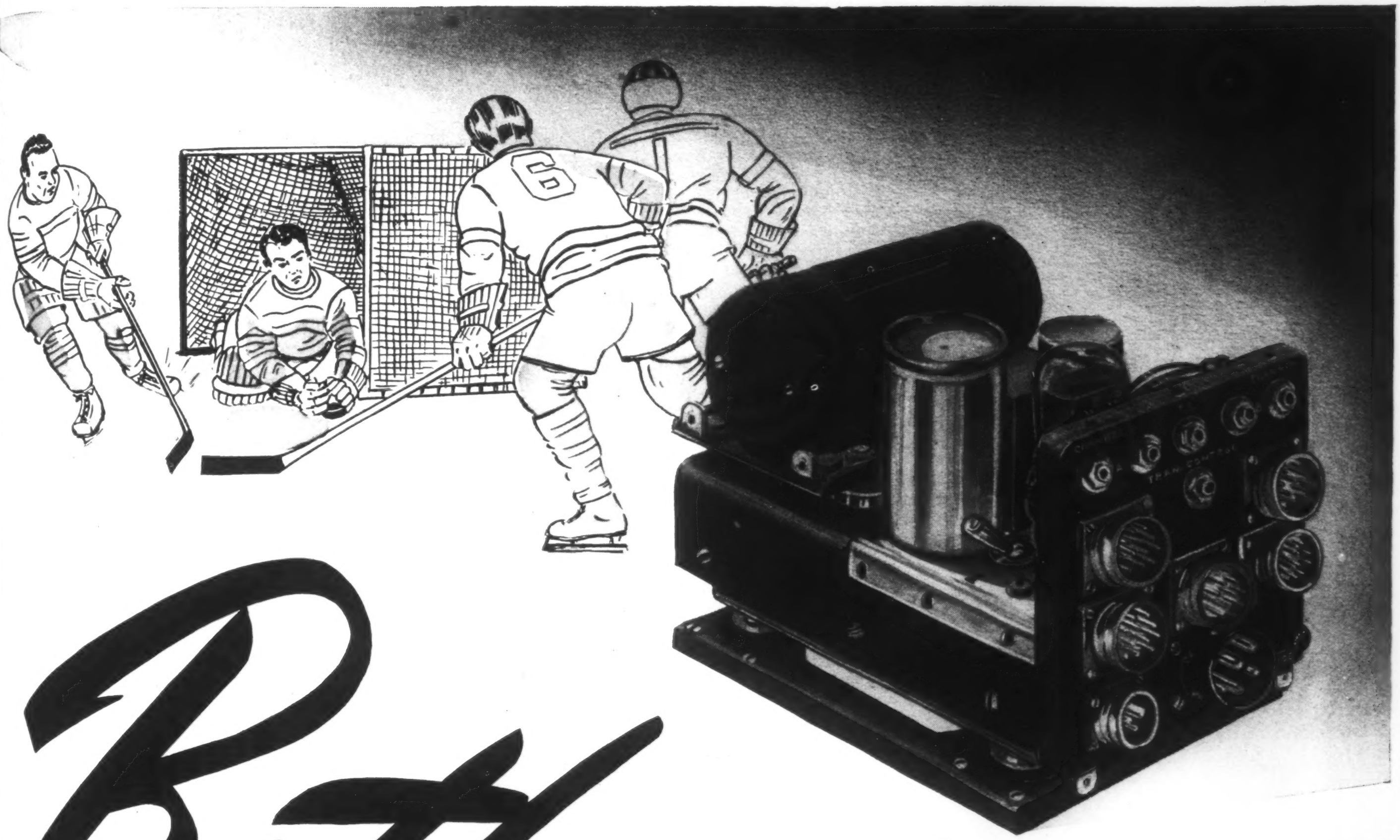

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"Results Keep Fulton Market Using KSO"

*. . . Says Roy Huntoon, Jr.*

**In New York, you'd think of Park & Tilford . . . in Chicago, of Stop & Shop . . . in Baltimore, of Hopper McGaw . . .**

**And in Central Iowa, to find outstanding food items, you'd think of the Fulton Market, Des Moines.**

**On the Fulton Market's experience with broadcasting, comes this report from the general manager, Roy Huntoon, Jr.:**

**"We began using radio as an experiment. Through a combination of judgment and luck, we chose KSO, in a broadcast featuring their home economist, Helen Watts Schreiber.**

**"This program has been highly successful because of its sincere nature and because Mrs. Schreiber deals particularly in foods. Commercial messages, as she gives them, are so naturally worked into the conversation that their effectiveness is increased.**

**"Our original three-a-week schedule has become six-a-week . . . our test period of three months has stretched into three years . . . all for one reason—Results."**

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in

DES MOINES

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the nation will require after this war."

Declaring that present-day limitations will be "obsolete and forgotten," the Commissioner said "it is obvious that we shall have new communication problems for Congress and the Commission." He cautioned against basing long-term legislation upon "what may appear to be an acceptable solution of today's minor radio troubles".

That doesn't mean, he emphasized, that "we should hesitate or falter in enacting today new legislation setting forth guideposts for the future". Unless the "mistakes of the past" are corrected by proper legislation there will be "hesitancy on the part of private enterprise to pioneer in new technological fields", he stated.

"It is now obvious to me," Mr. Craven went on, "that the Communications Act of 1934 as interpreted and administered at present has cast doubt upon the rights of applicants for, and licensees of, radio stations and also as to what extremes regulatory power may be exercised."

### *Present Law Makes Commission Legislate*

Pointing out that future responsibilities of the Commission will be "great", the Commissioner foresaw, under the present law, confusion "in the most critical stage of the history of radio". He urged legislation containing "statements of broad policy, together with such checks and balances as are deemed necessary to insure the development of radio as an American enterprise in which the public has confidence".

He said the present law does not define the rights of broadcasters, that under its interpretation the Commission is set up as a legislative body, and that the "majority of the Commissioners" feel the 1934 Act fails to define properly the responsibilities and powers of the FCC.

Control of the radio spectrum is "just as complex as it is important to the application of radio to the service of the public," said the Commissioner. "The nature of the radio frequency allocations of the future will influence the trend of the new radio industry. This particular phase of radio is not susceptible to the legislative treatment in detail because radio frequency allocation is always in a state of flux. On the other hand, radio spectrum allocation influences not only the philosophies of radio regulation but also the progress of a vast industry."

Mr. Craven explained the Interdepartment Radio Advisory Committee, of which he is present chairman, and how it must report to the President through FCC Chairman Fly who also is chairman of the BWC. Telling the committee that "the majority of the IRAC are not satisfied with this arrangement", he said "they believe that in time of peace, as well as during war, the chairman of the FCC has extraordinary opportunity to influence the control of the radio spectrum and, consequently, radio development and use by the Government".

When Mr. Craven said considerable confusion has existed between the FCC and IRAC and between the State Dept. and FCC as to their respective jurisdictions, Senator White interposed: "It might be well also to add the word friction". Senator Wheeler wanted to know how that confusion and friction came about.

**A SPARE SPAR** is relegated to the airwaves with resulting increases in the ranks of WACS, WAVES and Marines as well as SPARS. Every weekday morning Bill Herson, WRC Washington timekeeper, gives Mary McCarty the go ahead with "Get some gals". Then Mary the Spar ad libs the girls into uniform, and sings a song or two besides.

"Through the FCC wanting to run things," asserted Mr. Craven.

### *Wheeler Says President Need Not Take FCC Advice*

"That's up to the President any way; there's no way you could write that into the law," commented Senator Wheeler when Mr. Craven suggested that legislation set up IRAC and an overall super-advisory board to act in case of dispute between the FCC and IRAC. The President could ignore either IRAC or a super-committee and "call in some outside source", Senator Wheeler remarked, then added: "Congress sometimes thinks the President ought to hear it, but he doesn't."

Chairman Wheeler and Commissioner Craven argued on the President's powers and on giving IRAC legal status by authorizing it under the law. Mr. Craven admitted the President can make decisions but asked: "What rights has private industry before him?"

"You can't make him take advice," parried Chairman Wheeler. "Nothing under the law can compel the President to take the advice of the FCC. I've heard rumors that he calls in members of the Supreme Court and others."

Commissioner Craven said he felt legislation would straighten out much of the confusion existing between Government agencies over their respective jurisdictions with reference to frequency allocation. Senator White recalled that the confusion "dates back to the early days" and "has been growing rather than disappearing." Mr. Craven declared that because of that confusion FM and "the best development of television" have been retarded.

### *Craven Says Enough Channels for Competitive Rule*

Although Senator Wheeler disagreed that legalizing IRAC would help clear up the confusion, he declared: "I'm not married to any particular views. I'm interested in getting all views."

Continuing a prepared statement Mr. Craven said: "It is my firm belief that, if the Government so desires, we can allocate sufficient radio channels to provide broadcasting with such opportunities for competition, that the effect of natural laws can be more of a controlling factor in radio in the future than has been possible in the past."

"Some persons do not agree with this philosophy," he said. Because of the inability of broadcasters to achieve "idealistic perfection" "these persons are prone to advocate more stringent regulation of the composition of the traffic of broadcast licensees. They believe that such regulation would eliminate potential abuses and make radio broadcasting an ideal medium for the dissemination of facts and opinions."

Commissioner Craven said the proposal to give the FCC control over "composition of traffic" in conjunction with its licensing duties "jumps from the frying pan into the fire" and "nullifies all freedoms, including whatever rights may be transmitted to radio from the freedom of the press".

"If the Bill of Rights is to mean anything for radio, it should mean first of all, freedom from fear of Government reprisals or pressures administered by the radio licensing authority, namely, the FCC," he declared. "It must be remembered that if this regulatory power is combined with the radio licensing power, the Commission could exert

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Far from being dreamy-eyed idealists, we at WAVE are realists of the old school! We simply know that Coin (Ky.)—and all the rest of the villages in this State—can't *half* match the radio potentials of the Louisville Trading Area. So we beam our 5000 watts at *cash*, and let the Coin (and credit) go! . . . If *you're* a realist, too, you'll know WAVE is your one best bet in Kentucky.

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National Representatives

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startling influence upon radio licensees."

Senator Wheeler wanted to know "what freedoms have been nullified?" Mr. Craven replied: "If you're going to let the FCC regulate the composition of traffic all you'll have in the end is Government control." He pointed to three cases handled by the FCC in the past which, he said he felt, demonstrated that the FCC is exercising control over the "composition of traffic". Among them was the BLUE network sale which, he asserted, was decided on the issue of the network's responsibility, but in fact was based on the BLUE's programming.

"That demonstrates how a Government agency can control the dissemination of facts and opinion," he said.

"Isn't it dangerous to have that controlled by a few big networks?" asked Senator Wheeler. If the composition of traffic were in the hands of a few individuals, as the Senator inferred, that would be dangerous, too, Mr. Craven agreed, but he added "my concept is, the Government violates the Bill of Rights" when it attempts to control programs. The chairman held control by a small group of individuals would be "more dangerous than Government control".

"A licensee should not have freedom from competition," said Mr. Craven. "Our forefathers thought enough of freedom of the press and freedom of speech to write it in the Bill of Rights. I think there's one place you won't get freedom of speech. That's if you rest in the Commission power of control over the composition of traffic."

"That has become acute since the Supreme Court Decision," remarked Senator White.

Senator Wheeler once more brought up the question of commentators. Mr. Craven said he had "heard a good many complaints" that on one network all the "commentators have the same philosophy".

"I know of a case where a certain broadcaster called the President and asked if he should put a certain Senator on the air," remarked Chairman Wheeler.

### *Wheeler Insists 'Equal Time' Must Be in Law*

"I question the wisdom of conferring upon the FCC powers to regulate the composition of the radio traffic such as is implied in Sections 7, 10 and 11 of S-814," continued Mr. Craven. Senator White interposed:

"As far as I have it in my authority to write this bill, I want to say," said Senator White, "that I have never agreed with Justice Frankfurter that the Commission should have jurisdiction over the composition of traffic."

Mr. Craven discussed Sections 7, 10 and 11 and concluded: "I prefer to rely on the potentialities of greater opportunities for competition in the future than upon amendments to the law which in themselves may give rise to other serious problems involving the control of free speech." Senator Wheeler insisted that "equal time" in controversial issues and to answer commentators couldn't be expected unless "we write it into the law".

Mr. Craven said his opinion was, after studying the testimony before the Senate committee, that there was "some confusion as to the right to respond to slander and the right of response to political questions". He opposed putting such an amendment into the law on the grounds that it would "lower radio".

### *Says Public Wants Control Through the Dial*

"You can't lower radio any more than it is now," exclaimed Senator Wheeler. "As far as I'm concerned, I'm going to write it into the law—or try to write it into the law." He didn't agree with Mr. Craven that the right to redress is in the courts, declaring: "We've got to give the public the right to hear both sides."

"Freedom of speech is not to compel the people to listen to one station or tune to another," retorted Commissioner Craven. "In my opinion the public is going to have all sides if the decision is left voluntarily to the intelligence of broadcasters."

"I'm not going to have a handful of chains control public opinion no matter how much intelligence they have," shouted Senator Wheeler.

"In my opinion," said Mr. Craven, continuing with his prepared statement, "Section 8, which is intended to prohibit the Commission from interfering, either directly with free speech, should be strengthened as to make certain that the Commission cannot, through the exercise of licensing power, control in any way, directly or indirectly, by implied threat or otherwise, the right of free speech of any person in this country. I suggest the public desires to retain control through the dial. The public does not want seven men in Washington who are not elected to office by the people, telling them what kind of programs they should have. If we are not careful, a Commission could regulate the life out of the only radio alive in the world today."

On the "right to listen" Mr. Craven pointed out that "8 families out of 10 are very likely to push the button whenever they hear the beginning of an oration delivered by the average speaker. Of course," he went one, "some of the deep thinkers of the country listen to many of the speeches over the radio. On the other hand there are many instances in which a radio station loses the audience during the broadcast of speeches."

He urged the committee to weigh all angles if it felt that a "fairness" amendment had to be written into the law.

"What we're all trying to get at," said Chairman Wheeler, "is to reach a method that is fair. It's very difficult."

Mr. Craven told the chairman

## Symphony Plans

SPONSORSHIP of the Boston Symphony Orchestra Saturday evening concerts on the BLUE by Allis-Chalmers Mfg. Co., Milwaukee, will start Dec. 25, the BLUE announced last week. Heard 8:15-9:15 p.m., the concerts will be carried on the full BLUE network with Dr. Serge Koussevitzky conducting. Agency is Compton Adv., New York.

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he was opposed to licensing networks because the "chain companies are program sources".

Pursuing the same sort of questioning to which he had subjected other witnesses, Chairman Wheeler asked Commissioner Craven whether he thought networks should be licensed. Responding negatively, Mr. Craven said network stations are already licensed and that it would be difficult, in his judgment, to write a law which would not cover program organizations which are not in the broadcasting field per se.

Opposing provisions of the White-Wheeler Bill which would guarantee equal time for discussion of controversial issues, Mr. Craven said he felt the position of CBS and the views of Ed Craney, Z-Bar Network head and friend of Mr. Wheeler's, [BROADCASTING Oct. 18] were sound. He also lauded the NAB Code of Ethics which he described as far from perfect but "nevertheless a constructive step."

As now phrased, Commissioner Craven declared that S-814 would provide a "Utopia for crackpots" and that the listeners would be subjected to a babble of oratory. The "push button is a marvelous invention," he said, declaring that the public would prefer push button freedom and program-competition to regulation of programs by a Washington bureau.

Commissioner Craven recalled that the present Section 315 of the law has caused the FCC considerable worry. It even projected the Commission into the field of "State's Rights," he said. Chairman Wheeler, however, contended that any candidate for Federal office has a right to be heard irrespective of state laws regarding qualifications.

Commissioner Craven's plea was that Congress write a law so explicit that it can be understood by a "Commission of laymen". He pointed out that he is an engineer and that under the law the President can appoint an entire Commission of non-lawyers.

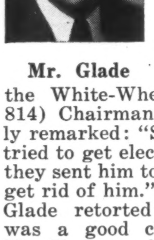
Raising again the question of program quality, Chairman Wheeler debated vigorously with Commissioner Craven over the part played by radio and other public media in juvenile delinquency. While Commissioner Craven disclaimed any personal like for crime programs or "soap operas," he said he felt it was not up to the government to do anything about them. Chairman Wheeler agreed he did not think that programs should be regulated by law, but he did not want "Hollywood and New York" to "lower the morals of my grandchildren".

Insisting that he wanted the public to control programs, Commissioner Craven said he didn't want "a bunch of grandfathers in Washington telling us what to do".

### *AFL For Air Freedom Like Press Freedom*

On Wednesday Mr. Hines submitted for the record a resolution adopted by the AFL at its Boston convention Oct. 8, [BROADCASTING Oct. 18] urging that Congress "at the earliest possible date, assure the preservation of freedom of speech on the air by enacting changes in the present Communications Act prescribing the limits of Government supervision of the radio and allied industries, and safeguarding broadcasting from any actual or implied Government censorship authority over program content."

### 'Good Choice'


**Mr. Glade**

WHEN Earl J. Glade, vice-president of KSL Salt Lake City and recently elected mayor, took the stand before the Senate Interstate Commerce Committee last Monday to testify on behalf of the White-Wheeler Bill (S-814) Chairman Wheeler dryly remarked: "Senator White tried to get elected mayor but they sent him to the Senate to get rid of him." To which Mr. Glade retorted: "Well that was a good choice." When Mr. Glade concluded his testimony Senator Wheeler told him: "You've got a great station." The Salt Lake City broadcaster had mentioned that his station always carried Senator Wheeler's talks.

Philip Pearl, AFL public relations director, told the committee that "any reasonable requests we have made for time have been granted by the networks free of charge." "We are not asking for the privilege of buying time because we feel that will become a compulsion." Mr. Pearl voiced objection to the NAB code which bans solicitations for membership. He said the AFL in the past has purchased time to conduct membership compaigns in certain areas. The AFL position, he asserted, is that freedom of the air should have the same status as freedom of the press.

### *Net Rules Benefit the 'Haves' Says Craven*

Commissioner Craven, resuming the stand, advocated competition in broadcasting and suggested that "it may be desirable to include in the Communications Act some special provisions governing certain business aspects which are peculiar to broadcasting and are not encountered in other business enterprises." He expressed opposition to the chain broadcasting regulations (which the Supreme Court upheld on May 10 in the Frankfurter majority opinion) on the ground that the 1934 Communications Act did not empower the Commission to regulate the business aspects of broadcasting.

When Senator Wheeler asked if he felt the network rules benefited stations Mr. Craven said in some respects he thought they might but he didn't agree with the time-option rule.

"A great many stations have said to me that the rules have been a benefit to stations," Chairman Wheeler continued.

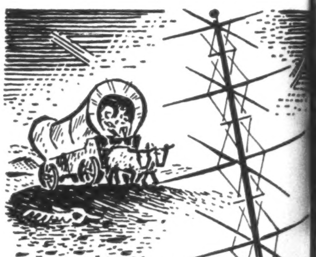
"We must consider the overall effect," said Commissioner Craven. "I predict that the rich will get richer and the poor get poorer the network rules. In the long you're going to find the trend the money will go to the netwo having the best stations." Sena Wheeler questioned the witness to the profits made by the networ Mr. Craven said "the chain co panies make a good profit; so the affiliates. I think the m money is made by the key stati owned by the networks. On t other hand, the affiliates are ma ing money, too."

"Shouldn't chains arrange it that all their good programs go all their affiliates?" asked the cha man.

"That's a condition I'd like to come about," replied Mr. Crav "but it's up to the man who buys t time." Senator Wheeler contend that if a rule made it mandato that a timebuyer had to take stations it would render a publ service. "Should a company be pe mitted to come in and say 'We just pick out a few good statio in the country'?" he asked.

"You've got a complex situati there," said Mr. Craven. Then cam an argument over the term "publi interest" and when the Commissioner said he couldn't define it Senator Wheeler demanded to know why.

Senator Tobey objected to interruptions while Mr. Craven read his statement, remarking: "I think this statement is a very good contribution. I think he has a wealth of material. Is he going to finish the paper and then be interrogated?" Senator Wheeler surmised that when Mr. Craven read his paper he was finished, then continued ques-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## Pope To Be Heard

POPE PIUS XII will again broadcast a Christmas message, and the Christmas midnight Mass will also be shortwaved as in previous years, according to Dr. Max Jordan, NBC director of religious broadcasting who has received what is said to be the first direct message from Vatican City's radio station since Rome was occupied by German troops. The Pope's address had not been definitely scheduled by the other networks last week. Mutual indicated it would probably carry the talk however.

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ioning along the network rules ne.

Chairman Wheeler said the FCC should make a study and “then come before Congress. We'd like to have the Commission do what the ICC does—when it isn't sure of its powers it comes to Congress.”

### *Craven Suggests Network Rules For Enactment*

“In view of the potentialities involved in the majority decision of the Supreme Court and in view of the logical reasons propounded in the minority opinion of that Court,” declared Mr. Craven, “I am more convinced than ever that it is best for this country to limit the Communications Commission to the scope of the Communications Act and to require the Commission to recommend to Congress from time to time what changes in the law are necessary. I cannot urge too strongly that Congress clarify the Communications Act of 1934 so that this may be the future procedure.”

Explaining that broadcasting has benefited by an abnormal situation arising out of the war, Mr. Craven suggested provisions in the law which would “prohibit the licensee from entering into any contract or other arrangement with a network organization” containing these restraints:

(1) Where the station is prevented from broadcasting public service programs of any other network;

(2) Which prevent the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory, unsuitable or contrary to the public interest, or from substituting therefore a program of outstanding local or national importance;

(3) Which prevent another station serving a substantially different area from broadcasting any network program or programs;

(4) Which provide by original term, provisions for renewal, or otherwise, that the station will broadcast the programs of the network organization for a period longer than three years;

(5) Which give the network organization an option upon periods of the station's time which are unspecified, or which can be exercised upon notice to the station within less than a reasonable time, such as 28 days.

### *Craven Likes Idea of Rotating Chairmanship*

Although Senator Wheeler again declared himself against placing the power of disseminating facts and opinion in the hands of “a few” he said: “We ought to lay down some definite rules in the law so the radio industry will know what's what. That's what we're going to try to do.”

Discussing the the Commission's power to revoke licenses for infractions of laws, Mr. Craven said: “It is my belief that the Commission should not have this indirect power because it does not accord to licensees the due processes of law guaranteed to them in the Bill of Rights and it also amounts to unfair concentration of judicial power in an administrative agency.”

He told the committee he favore reorganization of the Commission as outlined in the White-Wheeler Bill. Senator Tobey asked if the chairmanship of the FCC should be rotated, as suggested by Judge Sykes. Mr. Craven said he hadn't proposed it himself but thought it was a “splendid suggestion”. Senator Tobey wanted to know if “other members” of the Commission were “pretty positive forces” or “do they just go along”? Mr. Craven parried the question but commented:

“I think the chairman has been very effective getting his new policies across. I congratulate him.”

### *Says FCC Will Ask Ban on Press Ownership*

Commissioner Craven literally tossed a verbal bomb into the hearing when testifying on the newspaper-ownership question, he said: “You are about to get a recommendation from the Commission that Congress prohibit newspapers from owning radio stations.”

“Did I understand you to say that the Commission is preparing an order to prohibit newspapers from owning radio stations?” asked Senator Tobey.

“I didn't go quite that far,” replied Mr. Craven. He repeated his statement.

“In your mind, if such an order were in the making,” persisted Senator Tobey, “would it go so far as to say that newspapers owning stations today had to get rid of them?” Mr. Craven remarked that he was glad to note that Chairman Fly had tossed the newspaper-ownership question in the lap of Congress. He added that hearings were about completed and that the Commission had tentatively made up its mind.

Mr. Craven said he personally opposed legislation prohibiting any business or occupation “such as the newspapers” from owning radio stations because such action would be “both unnecessary and dangerous.”

### *Choice Between Two Kinds of Administration*

The Commissioner concluded that the Senate committee is faced with the choice of two forms of administrative Government. One is where an “agency of Congress has limited powers to regulate private enterprise within the scope of a law in which the rights of the regulated are defined and safeguarded.” The other is where an independent administrative agency has “vast legislative and judicial powers to regulate private enterprise because the law does not either specify the limits of power of the agency or define the rights of the regulated”.

“In my opinion Congress should choose the first by enacting legislation similar to that suggested in S-814,” he said. “The second course, in my opinion, is bureaucracy in its extreme form, and constitutes a trend toward a change in the form of our Government, and, of equal significance, it seems to me, this course leads to regimentation of technological progress along the grooves charted by a centralized bureaucracy.”

Senator Wheeler inquired about clear channel stations, then challenged Mr. Craven's statement that the clear-channel group “renders service to rural areas”. Mr. Craven said “I am convinced, as an engineer, if you destroy all the clear channel stations you destroy the coverage of the country.”

Joseph Pierson, president and general manager of Press Wireless Inc., made a deep impression in advising the committee that the FCC had denied his company permission to operate in “several” theatres of war, without hearing, but had granted licenses to rival firms, RCAC and Mackay Radio, also without hearings. He supported the intervention clause in the proposed legislation, declaring that the Commission “finally granted us a hearing” but that no decision had been handed down.

He testified that Press Wireless filed application for license to operate in Algiers on Dec. 18, 1942, and was the first such firm to file. On Feb. 8, this year, he said, the FCC granted Mackay Radio a license to operate in Algiers. He said the Commission gave no formal reason that he could recall, but informally had told his firm that the Joint Chiefs of Staff requested

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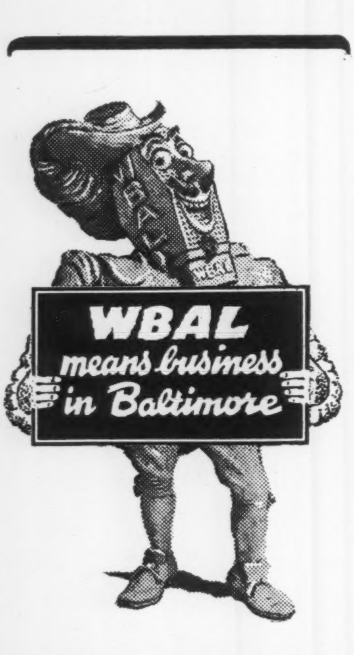

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Philip F. Siling, chief of the International Division of FCC, who was a spectator, was called to the stand by Senator Wheeler and asked to produce his written recommendations in the various cases involved.

### *CIO Opposed to Cut In Commission Powers*

Appearing Thursday to protest any change in the present Communications act that would "curtail the present powers of the FCC, Mr. DeCaux charged that labor's chief difficulties in getting time were due "not only to the employer-mindedness and prejudices of a number of station owners, but even more to the general policies and practices of the industry as embodied in the code of the NAB.

He told the committee that frequently the CIO had complained to the FCC but had been "advised" that "our only recourse is to make a complaint that a particular station has not been operated in the public interest, at the time when renewal of its license comes up before the Commission".

Mr. DeCaux left four recommendations with the committee: (1) That a larger proportion of free time should be made available to labor organizations than has been the case in the past, particularly in the form of regularly recurring sustaining programs; (2) That labor organizations should suffer no blanket restriction on their right to purchase radio time; (3) That labor organizations should suffer no blanket restrictions on their right to use radio for the solicitation of membership or in organizing campaigns; (4) that serious consideration should be given to the establishment of machinery for the relief of labor and other organizations in cases where there is a discriminatory denial of their right to buy or receive free time on the air.

### *Coordination of FM and AM Urged by Cullum*

Mr. Cullum outlined the possibilities of radio after the war and called on Congress to give "immediate consideration" to post-war problems. As a result of war training in both the Army and Navy many engineer-technicians will be available to private industry to give to civilian enterprise the knowledge they have acquired in the service.

He stressed the necessity of exploring FM and television. Although he said that standard broadcasting will continue, he predicted that FM can be used extensively in metropolitan areas, thus freeing many AM frequencies for better rural coverage. He mentioned particularly that the area from Washington to Boston is adapted to FM.

Senator Wheeler questioned him as to the advisability of making FM available to AM broadcasters and asked if it should be coordinated with standard broadcasting or should be handled as a separate function. Mr. Cullum urged coordination. He opposed denying operators of standard broadcast stations the privilege of obtaining FM licenses on the grounds that they already know broadcasting and that if FM were made available only to "strangers" it would tend to retard, rather than develop its growth.

Declaring that manufacturing plants now are turning out 75 million dollars worth of electronic equipment a month, Mr. Cullum told the committee, "if we don't make the use of the possibilities now, you won't have them because they'll be frozen". If the AM band is to be extended, it should be determined and announced so that manufacturere could be prepared to cope with the situation after the war. By the same token he asserted that if the FM band is to be extended "it should be given consideration now".

As for clear channel broadcasting, the Texas engineer called upon Congress either to "decide whether you're going ahead and increase power or whether you're going to tackle it the other way by holding down power and duplicate the service." Indecision has greatly interferred with engineering activities, he asserted.

Mr. Cullum pointed out that from an engineering standpoint clear channels can go to 500,000 or a million watts, but that no decision has been made as to whether super-power is to be permitted or denied. Senator Wheeler voiced objection to super-power stations, contending that they "blanket out" local stations which really serve their communities.

"There are no shortages of frequencies any more," said Mr. Cullum. "As a result of spending millions of dollars in war developments we have found a lot more frequencies. If we make use of them it will relieve a lot of our problems. During this war period there has been a tremendous amount of training. Before the war we had few men who could install and operate FM or television."

Chairman Wheeler, reading a question, asked how FM signals would compare with AM in rural coverage. The witness said engineers consider a 500-microvolt signal is required to give coverage to rural areas. In FM "we can get good rural service with 50 microvolts and in some cases only 1[illegible] microvolts", he said.

To Senator Wheeler's question as to whether receiving sets would embody equipment for AM, television and FM, Mr. Cullum said reception of all three is possible in the "same box". In television, he said, the biggest problem has not been the need of frequencies but one of transmitting programs from city to city.

"As a result of this same rush and money that's been spent on research," he said, "we're going to have point-to-point service. We won't have to depend on telephone lines. We use a very special directional antenna."

"Do you feel that the Commission itself should do something about it?" asked Senator Wheeler with reference to post-war radio and the new developments.

"The time has come when consideration should be given," said Mr. Cullum. "It should be encouraged by Congress."

### *Cullum Urges Action To Speed Applications*

Urging the government to prepare for the "electronic techniques" that will be available after the war, Mr. Cullum emphasized that standard broadcasting will be only a small part of the post-war regulatory problem. Tremendous new uses of radio in air navigation, stemming from war developments, will give the FCC a vast amount of new work, he said, aside from many other non-broadcast and broadcast uses.

While standard broadcasting is

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## Congress Shelves Probe On CIO-NBC Controversy

ATTEMPTS to have Congress probe into the affairs of NBC because a CIO speaker was substituted for the *Voice of the Dairy Farmer* Nov. 21 [BROADCASTING, Nov. 29] have been shelved.

Senator Wheeler (D-Mont.), chairman of the Senate Committee on Interstate Commerce, said no action would be taken on a resolution (S. Res. 213), introduced Nov. 26 by Senator Langer (R-N. D.) calling for an investigation as to why the dairy program was canceled for the labor speaker, who discussed subsidies.

In the House Rep. Andresen (R-Minn.) demanded that the Select Committee to Investigate the FCC conduct a probe, but Chairman Lea said there was no evidence to indicate the FCC had anything to do with the program change, but should "evidence develop in due course the committee probably will take it up". He said preliminary inquiries had disclosed no pressure on NBC to carry the CIO program.

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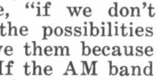

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oing a “good job”, Mr. Cullum id that even better service will e possible with the development f FM and television. He urged ore channels for both services nd suggested higher frequencies r television. The Commission ight want to consider somewhat igher frequencies for FM, too, he id, in urging steps be taken to void suppression of these techiques. Many of them already are nown to the enemy, and considation should be given to making em available as quickly and as fectively as possible.

Asked by Senator Tunnell wheth- allocations should be made by atute or by the Commission, the gineer said he did not feel quali- d to answer.

Without criticising the Commison, Mr. Cullum urged steps to peed action on applications. In any cases, he said, months go by efore an application is set for earing and then additional delay entailed. He recalled applications hich were pending two years beore the war. Many broadcasters ould rather have a decision even it is against them, he said, so hat service will not be lost to the articular community. He urged a me limit on pendency of applicaions.

Several members of the Commitee agreed with his view. Chairman heeler commented that these deys, both before agencies and the ourts, tend to destroy confidence government.

Chairman Wheeler said he had leaned from Mr. Cullum’s testiony that he felt there should be ome policy on allocation of FM acilities to standard broadcast ations. Mr. Cullum said it would xpedite matters if broadcast licensees knew whether or not they ould go into this new field. He ointed out that if sufficient faciliies are provided, there would be nough channels to accommodate ny foreseeable demand. He urged hat a survey be made to determine otential needs.

### Insurance Series

MUTUAL BENEFIT Health & Accident Assn. of Omaha on Jan. 14 will start a series titled *Freedom of Opportunity* on 125 Mutual stations, Fri., 8:30-9 P. M. Presented in conjunction with the U. S. Junior Chamber of Commerce. The program was placed by Bozell & Jacobs, Omaha.

Television, the witness said, is in “quite a chaotic condition” because prospective licensees do not know in what portion of the band they will operate.

### *Jansky Lectures On FM and AM Services*

Mr. Jansky took the Committee on what amounted to a personally conducted tour of FM versus AM broadcasting and described in lay language the difference in quality, propagation and service. Drawing upon his 23 years’ experience in radio allocation, he told of his own experimentation with FM, through regular operation of an experimental station in Washington during the last four years. The cure for the allocation problem reposes in FM, he predicted. Without mentioning specific numbers, he said “several thousand FM stations could be accommodated on the present FM band, without interference, as against only 912 stations in the standard band. There are only 40 FM channels at present as against 106 AM frequencies.

Mr. Jansky explained how this is possible. He pointed out that the necessary signal to noise or interference ratio for clear reception in the AM band is about 100 to 1. In FM, he said, it is 2 to 1, making possible duplication of stations on the same frequency at some 30 or 40 mile intervals.

In the same city, it is only possible to license a maximum of 25 standard broadcast stations operating simultaneously because stations must be separated by at least 3 non-used channels. In FM, every other channel can be used so that with the present 40 channels, 20 stations can be operating in each locality.

There is a severe limitation on AM coverage at night on duplicated channels, Mr. Jansky pointed out. On FM substantially the same coverage is available day and night. Moreover, he said, there is much less static in FM than in AM, which makes for less distortion and more life-like reproduction.

FM stations can cover up to 100 miles, he estimated with substantial power and under optimum conditions. He said the cost of FM construction today is about the same as AM.

Pointing out that it is possible to put multiplex teletypewriter or facsimile service on the same frequency used by an FM station, Mr. Jansky said he would leave “it to your imagination” what the future will present in the way of FM service.

Predicting automatic relay of FM, whereby a program will be picked up at a point at the end of one service area and rebroadcast to another, Mr. Jansky said this could be done over and over again and without the necessity of wireline relays. While he declared the potentialities of automatic relays are great, he said there would be many cases where wireline will remain desirable.

He predicted that FM would have a “very sizeable effect” upon AM. He urged also, replying to Senator Wheeler, that AM broadcasters of today be given full opportunity to operate FM stations.

The oustanding contribution of FM will be the provision of sufficient facilities, so that all who have a right to operate stations can be accommodated. Today, he said, the competition is for facilities and not for business. With FM the competition will be for business, paralleling operation of newspapers, on which there is no facility limitation.

Asked by Chairman Wheeler whether he felt Congress should write into the law specific and adequate allocations for FM, Mr. Jansky said he saw no reason why Congress should have to legislate. The FCC, he said, recognized FM’s requirements originally but the engineers “were too conservative”. He said he thought the band should be enlarged and that “FM could do a pretty good job if we had one more television chanel”.

Chairman Wheeler wondered what Congress might do to “encourage” adequate allocations. Mr. Jansky reiterated that he felt the Commission had treated FM justly.

Commissioner Wakefield did not complete reading his prepared statement at the Friday session and was to return Saturday. He opposed Section 3 of the Bill which would separate the Commission into two autonomous divisions, declaring that the Commission now has authority to diffuse its functions. With so many developments impending after the war, he felt the Commission organizations should be left flexible so that work could be shifted from one division group to another.

Answering the earlier testimony of CBS President William S. Paley attacking the network monopoly rules, Mr. Wakefield supported them, not as being letter perfect, but as constituting a “sound basis” for the enhancement of free speech. Reminiscent of the earlier testimony of Chairman Fly, he pointed out that CBS “continues to make more money than ever before” and that recent figures for the BLUE indicated its net earnings were up 65%. He placed in the record the CBS brochure to advertisers contending the regulations would not be detrimental to its operations. CBS, he said, said the regulations

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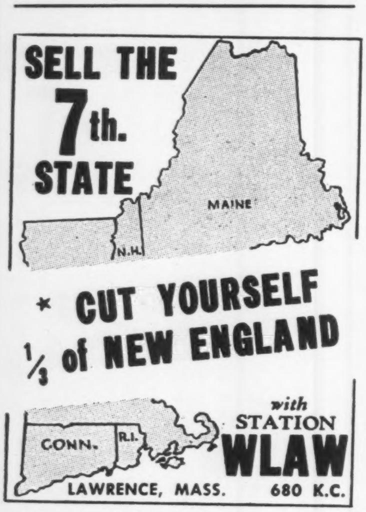

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are destructive but "would not produce the corpus delicti".

Senator Hawkes interposed that the money now being made by industry under abnormal conditions could not be regarded as an index to what will happen after the war. He said he felt the network regulations had no relationship, therefore, to current business conditions. Mr. Wakefield agreed these were "abnormal times".

Mr. Wakefield disagreed vigorously with the contentions of Messrs. Paley, Neville Miller and Commissioner Craven that the Supreme Court opinion gave the Commission the power to censor programs. He said there appeared to be confusion about the meaning of the word "composition" and that it was interpreted as meaning "content". Mr. Wakefield said he felt the Commission can require that a station offer a "balanced diet" of programming and that it should not broadcast one type to the exclusion of all others. Also, he thought the Commission had the right to concern itself with the "general program level".

### *Sees Early Action On Newspaper Issue*

On the newspaper ownership issue, Mr. Wakefield said he thought that action should have been taken earlier and that it would have except for the war. He admitted the Commission should not have held up applications of newspaper stations and that he was confident a decision would be reached without delay. Mr. Wakefield felt the newspaper opinion would be forthcoming "while this Committee sits" and that it will be in the form of a recommendation to the Committee.

Senator Wheeler made several significant observations during Mr. Wakefield's testimony. At one point, he said, it should be up to the broadcaster to determine what constitutes the "public interest". But he felt that if a station does not give both sides of public issues the Commission ought to have a right to so determine. At another point he observed that there was a "radical difference" between radio and other public utilities. He said something should be done to prevent broadcasters from living in fear of the Commission. There has been too much of this from the start, he declared.

Commissioner Wakefield held there was no justification for such fear. He said he knew of no political considerations in FCC actions, but Chairman Wheeler cut him short with the observation that he knew of a number. Commissioner Wakefield said he did not believe the Commssion has "excessive powers" and that the effort is to "dilute" the Commission's powers.

Commissioner Wakefield referred to situations, presumably actual, where an applicant invests $10,000 in a station with a government facility and soon finds it is worth $100,000 or a few hundred thousand. He said he did not know the answer to such situations.

Again taking up the cudgels in support of the Fly philosophy in his prepared statement, Mr. Wakefield deplored the rule that no time should be sold for discussion of controversial issues. This was also in line with the testimony of witnesses for CIO. He alluded to the CBS policy of handling controversial issues and that espoused by Ed Craney, head of KGIR Butte, Mont., in an article published in the Oct. 18 issue of BROADCASTING. Mr. Craney's solution of "wide and free discussion seems to be widely different from and vastly preferable to Columbia's policy of very limited discussion."

Mr. Wakefield urged that the salary to secretaries of Commissioners be increased from $4,000 to $5,000 or $5,600 a year and that they be designated as assistants to the Commissioners. He opposed the broadened procedural provisions of the White-Wheeler Bill.

Mr. Wakefield concluded that neither Chairman Fly nor anyone else "has my vote in his pocket".

## Folsom RCA V-P

FRANK M. FOLSOM, serving until Dec. 1 as chief of procurement of the Navy Dept., has been elected a vice-president and director of RCA, according to an announcement last week by President David Sarnoff. Because of his health, George K. Throckmorton has resigned as an RCA vice-president and director, but will continue as a consultant to the company. Mr. Folsom will be in charge of the manufacturing division, RCA Victor, with headquarters at Camden, N. J. He will assume his new duties Jan. 1.

# House Probes Fly Reprisals

(*Continued from Page 10*)

protecting the identity of any person or persons'. Mr. Miller referred to testimony previously offered by Mr. Craven that FCC Chairman Fly had exerted influence over IRAC and the armed forces in the allocation of Government frequencies. When Mr. Craven replied that he hesitated to disclose names in a public hearing, Rep. Miller asked:

"Will you state whether you fear the disclosure of names of such person or persons might subject them to the visitation of reprisals by the chairman of the FCC?"

"That is what I fear," replied Mr. Craven.

"After all, is that a one-man Commission?" demanded the Missouri Congressman. Mr. Craven replied it was a "seven-man Commission, by law". Rep. Miller did not press the witness to name members of the armed forces against whom the alleged reprisals might be taken, but when Mr. Garey asked:

"Reprisals have been visited up certain members of the arm forces who had opposed the chai man of the Commission's policie isn't that true?", Mr. Craven d clared: "That is a well-known fa among the armed services."

### *Reprisals Detailed In Executive Session*

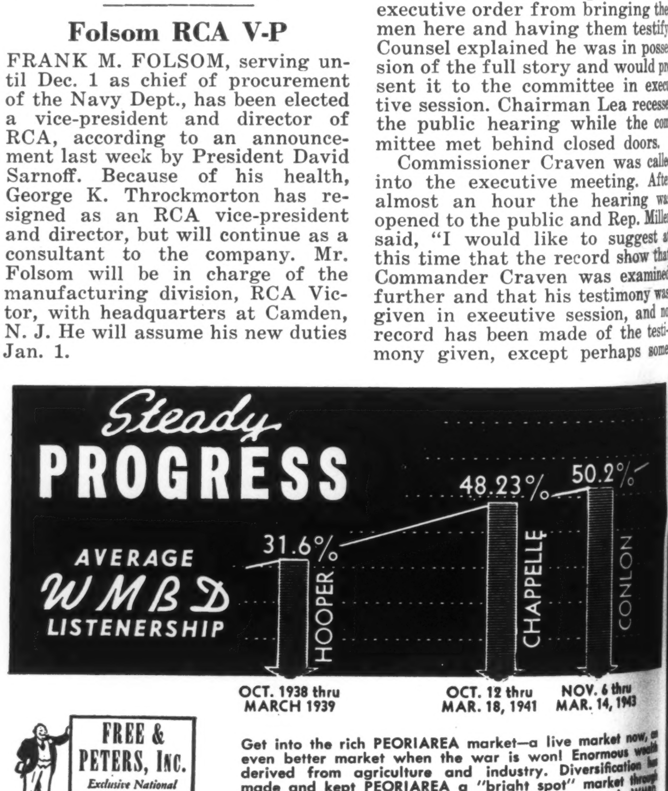
As Mr. Garey continued questio ing on that subject Rep. Magnus wanted to know: "What does M Fly have to do with the personn problems of the War and Navy D partments?" Mr. Craven said didn't see "any reason he shou have anything to do with them, b he did". As Rep. Magnuson press further, Commissioner Craven as serted:

"One of the leading men in rad in the Navy was practically cashiered and placed on the retired lis at the "instigation and insistence o the chairman of the FCC." As Mr Magnuson pursued his questioning Mr. Garey said:

"I think it would be fair to advise the Congressman that we hav testimony that we are not permitted to use that confirms what the Commissioner has testified to, give by one of the men involved." An exchange of words between Rep Magnuson and Mr. Garey over what constituted public testimony brought an admission from Mr. Garey that Secretary of the Navy Knox had told him that "he visited reprisals on a man". When Mr. Magnuson demanded to bring Mr. Knox and other officers allegedly affected before the committee, Mr. Garey said:

"I think the Congressman has i mind we have been prohibited b executive order from bringing thes men here and having them testify." Counsel explained he was in possession of the full story and would present it to the committee in executive session. Chairman Lea recessed the public hearing while the committee met behind closed doors.

Commissioner Craven was called into the executive meeting. After almost an hour the hearing was opened to the public and Rep. Miller said, "I would like to suggest at this time that the record show that Commander Craven was examined further and that his testimony was given in executive session, and no record has been made of the testimony given, except perhaps some



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notes by members of the committee.”

“That accords with the facts, said Chairman Lea. “I think it might be added that the Committee possibly will further confer on the matter in executive session.” Mr. Garey read into the record a letter he addressed June 25, 1943, to the Secretaries of War and Navy Depts. asking for “certain documentary evidence” and requesting the presence of “certain officers” before the committee.

He also read a letter dated June 12, 1940, signed by Chairman Fly and addressed to Maj. Gen. Joseph O. Mauborgne, then Chief Signal Officer, in which Mr. Fly said: “The Commission has directed that its chairman shall act as its member of the committee (Defense Communications Board, now the BWC). ... The Commission also considered the question as to the chairmanship of the Committee, and concluded that in its view the Chairman of the Commission should act as chairman of the communications committee.”

Commissioner Craven then testified that the Commission did feel that Mr. Fly should represent the FCC on the Board, but he did not recall any meeting at which the Commission expressed the view that Mr. Fly should head the Board. Among the documents requested for the House committee and which were denied the Congressional probers by the War and Navy Depts. was the letter which Mr. Garey read, he brought out. He told the committee that the legal staff had read all the minutes of FCC open meetings and had found no reference to action in which the Commission urged that Mr. Fly serve as DCB chairman.

### Craven Noticed Program Control Trend in 1938

Despite insistence by both War and Navy that they be permitted to handle their own communications, Mr. Craven testified that Mr. Fly “does have a predominant voice in the policies, of a broad character, concerning communications in time of war”.

Into the record was read a written motion by Mr. Craven, dated Oct. 17, 1938, urging the FCC to consider organization contemplating a national emergency. The witness testified his motion “just died a natural death”.

Quoting from the motion which said, in part: “The policy of private operation of broadcasting free from political control should be reaffirmed,” Mr. Garey asked: “Were you, even at that date, alarmed at the trend that then obtained in that respect?” Mr. Craven said he was and that he had observed “a trend towards what we now call regulation of the composition of traffic” and that he “noticed by various Commission actions that there was a tendency to get control of the composition of traffic to such an extent that in my opinion radio would no longer be a purely democratic institution in our country.”

On Sept. 9, 1939, Mr. Craven as a co-member with Chairman Fly and Commissioner Brown of a subcommittee to study problems facing communications in case of war, submitted a list of proposals, which, he testified, were shelved. His proposal had to do with reorganization of the nation's communications facilities in time of war and urged that the Commission go then to Congress to seek necessary powers to carry out any wartime emergency measures, and to clarify its limitations under the existing law.

“I am particularly regretful that I should voice my view to Congress in an instance like this,” said Mr. Craven. “I feel we should have come years ago.”

### Craven Tells Fly's Power Over Commission

Questioned further by Mr. Garey when the hearing resumed Wednesday, as to whether as a “practical proposition” the Commission is a “one-man” affair, Mr. Craven said that on general policy matters the vote usually was 5-2, with Commissioner Case joing him in the minority. He emphasized that on individual cases he didn't believe any restraint was imposed on any Commissioner to exercise his own judgment. When Mr. Garey pressed for a direct answer, Mr. Craven said:

“I think it is a well-established fact that the chairman of the Commission is the Commission, but that does not mean that it is a one-man Commission.”

“You mean that by law there are seven Commissioners,” suggested Mr. Garey.

“That is true, and we do exercise our judgment in individual cases, and we do have some expression with respect to policies,” replied Mr. Craven.

“It is true, isn't it,” asked committee counsel,' that the chairman of the Commission, Mr. Fly, always has at least four votes in his pocket on any question that comes before the Commission for Commission vote?” Mr. Craven pointed to an instance where the chairman joined him in the minority, but finally asserted: “On any broad question of philosophy or policy, yes.”

Chairman Lea asked if the vote were controlled by compulsion. Mr. Craven said the other Commissioners would have to answer for themselves. He testified that a former Commissioner told him he had voted “against his better judgement” in approving one of the network regulations and that “one member of the committee (network regulations subcommittee which conducted hearings) came to me and stated that he felt compelled to go along with the philosophy expressed, even though he did not think that that was the best.”

Commissioner Craven testified that one Commissioner voted without attending hearings, which prompted Rep. Hart to ask: “Did you ever hear of a member of Congress voting on a bill the hearings on which he had neither attended nor read?” Commissioner Craven quipped: “Judging by some of the votes, I think that must be true.”

### Denny Says RID Stopped ‘Hundreds’ of Illegal Stations

Mr. Craven testified as to the Radio Intelligence Division of FCC and its duties and functions. It was during that testimony that Mr. Denny became active in participating at intervals. Mr. Craven said the FCC had discontinued 21 monitoring stations at an estimated saving of $50,000, although the personnel involved was transferred to other departments.

Formerly known as the Engineering Field Service, the RID came into being about the time the U. S. entered the war, the witness said. The word “intelligence” is a “misnomer”, the witness asserted, but added: “I think it can be definitely stated that the Commission felt this type of work reflected and justified the Commission in securing national defense appropriations.”

As Mr. Garey asked about two alleged illegal stations that were taken off the air through the efforts of RID, Mr. Denny arose and addressed the chair.

“Might we take that up in executive session?” asked the chairman. There was a discussion off the record and the hearing resumed with the chairman ruling “we will

(*Continued on page 66*)

## Ballantine Change

P. BALLANTINE & SONS will change the talent and format of *Three Ring Time* on CBS, dropping Guy Lombardo's orchestra and Ogden Nash, comic lyricist, and substituting another show. Although the sponsor is contemplating the use of a larger nighttime network, it is more likely that the present Monday night 10:30-11 p.m. spot on 41 CBS stations will be retained, according to J. Walter Thompson Co. The repeat broadcast of *Blondie* at that time would prevent the Ballantine show from expanding in its present spot.

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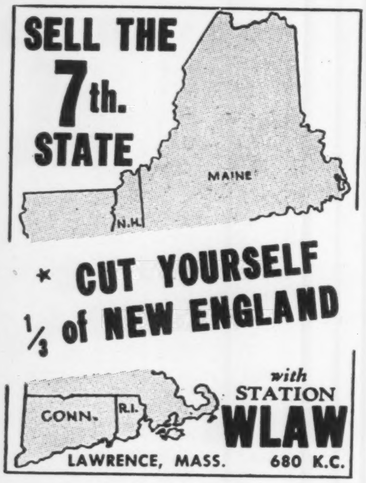

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Senator Wheeler made several significant observations during Mr. Wakefield's testimony. At one point, he said, it should be up to the broadcaster to determine what constitutes the "public interest". But he felt that if a station does not give both sides of public issues the Commission ought to have a right to so determine. At another point he observed that there was a "radical difference" between radio and other public utilities. He said something should be done to prevent broadcasters from living in fear of the Commission. There has been too much of this from the start, he declared.

Commissioner Wakefield held there was no justification for such fear. He said he knew of no political considerations in FCC actions, but Chairman Wheeler cut him short with the observation that he knew of a number. Commissioner Wakefield said he did not believe the Commssion has "excessive powers" and that the effort is to "dilute" the Commission's powers.

Commissioner Wakefield referred to situations, presumably actual, where an applicant invests $10,000 in a station with a government facility and soon finds it is worth $100,000 or a few hundred thousand. He said he did not know the answer to such situations.

Again taking up the cudgels in support of the Fly philosophy in his prepared statement, Mr. Wakefield deplored the rule that no time should be sold for discussion of controversial issues. This was also in line with the testimony of witnesses for CIO. He alluded to the CBS policy of handling controversial issues and that espoused by Ed Craney, head of KGIR Butte, Mont., in an article published in the Oct. 18 issue of BROADCASTING. Mr. Craney's solution of "wide and free discussion seems to be widely different from and vastly preferable to Columbia's policy of very limited discussion."

Mr. Wakefield urged that the salary to secretaries of Commissioners be increased from $4,000 to $5,000 or $5,600 a year and that they be designated as assistants to the Commissioners. He opposed the broadened procedural provisions of the White-Wheeler Bill.

Mr. Wakefield concluded that neither Chairman Fly nor anyone else "has my vote in his pocket".

## Folsom RCA V-P

FRANK M. FOLSOM, serving until Dec. 1 as chief of procurement of the Navy Dept., has been elected a vice-president and director of RCA, according to an announcement last week by President David Sarnoff. Because of his health, George K. Throckmorton has resigned as an RCA vice-president and director, but will continue as a consultant to the company. Mr. Folsom will be in charge of the manufacturing division, RCA Victor, with headquarters at Camden, N. J. He will assume his new duties Jan. 1.

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# House Probes Fly Reprisals

(*Continued from Page 10*)

protecting the identity of any person or persons'. Mr. Miller referred to testimony previously offered by Mr. Craven that FCC Chairman Fly had exerted influence over IRAC and the armed forces in the allocation of Government frequencies. When Mr. Craven replied that he hesitated to disclose names in a public hearing, Rep. Miller asked:

"Will you state whether you fear the disclosure of names of such person or persons might subject them to the visitation of reprisals by the chairman of the FCC?"

"That is what I fear," replied Mr. Craven.

"After all, is that a one-man Commission?" demanded the Missouri Congressman. Mr. Craven replied it was a "seven-man Commission, by law". Rep. Miller did not press the witness to name members of the armed forces against whom the alleged reprisals might be taken, but when Mr. Garey asked:

"Reprisals have been visited u
certain members of the ar
forces who had opposed the ch
man of the Commission's polic
isn't that true?", Mr. Craven
clared: "That is a well-known
among the armed services."

### *Reprisals Detailed In Executive Session*

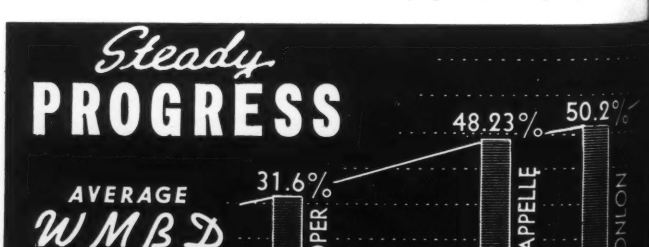
As Mr. Garey continued questi
ing on that subject Rep. Magnu
wanted to know: "What does
Fly have to do with the person
problems of the War and Navy
partments?" Mr. Craven said
didn't see "any reason he sho
have anything to do with them,
he did". As Rep. Magnuson pres
further, Commissioner Craven
serted:

"One of the leading men in ra
in the Navy was practically ca
iered and placed on the retired li
at the "instigation and insistence
the chairman of the FCC." As
Magnuson pursued his questioni
Mr. Garey said:

"I think it would be fair to
vise the Congressman that we ha
testimony that we are not perm
ted to use that confirms what
Commissioner has testified to, gi
by one of the men involved."
exchange of words between R
Magnuson and Mr. Garey o
what constituted public testim
brought an admission from
Garey that Secretary of the Na
Knox had told him that "he visi
reprisals on a man". When
Magnuson demanded to bring
Knox and other officers alleg
affected before the committee,
Garey said:

"I think the Congressman has
mind we have been prohibited
executive order from bringing th
men here and having them testif
Counsel explained he was in pos
sion of the full story and would p
sent it to the committee in exe
tive session. Chairman Lea rece
the public hearing while the c
mittee met behind closed doors.

Commissioner Craven was ca
into the executive meeting. Af
almost an hour the hearing
opened to the public and Rep. Mi
said, "I would like to suggest
this time that the record show
Commander Craven was exami
further and that his testimony
given in executive session, and
record has been made of the te
mony given, except perhaps



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good times and bad. And—you dominate through

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otes by members of the commitee.”

“That accords with the facts, said hairman Lea. “I think it might e added that the Committee possiy will further confer on the mater in executive session.” Mr. Garey ad into the record a letter he adessed June 25, 1943, to the Sectaries of War and Navy Depts. sking for “certain documentary idence” and requesting the presnce of “certain officers” before the mmittee.

He also read a letter dated June , 1940, signed by Chairman Fly nd addressed to Maj. Gen. Joseph Mauborgne, then Chief Signal fficer, in which Mr. Fly said: “The ommission has directed that its airman shall act as its member the committee (Defense Comunications Board, now the BWC). . The Commission also considered e question as to the chairmanship the Committee, and concluded at in its view the Chairman of e Commission should act as chairan of the communications comittee.”

Commissioner Craven then testid that the Commission did feel at Mr. Fly should represent the CC on the Board, but he did not call any meeting at which the ommission expressed the view that r. Fly should head the Board. mong the documents requested for e House committee and which ere denied the Congressional probs by the War and Navy Depts. as the letter which Mr. Garey ad, he brought out. He told the mmittee that the legal staff had ad all the minutes of FCC open eetings and had found no referce to action in which the Comission urged that Mr. Fly serve DCB chairman.

### *raven Noticed Program ontrol Trend in 1938*

Despite insistence by both War d Navy that they be permitted handle their own communicaons, Mr. Craven testified that Mr. y “does have a predominant ice in the policies, of a broad aracter, concerning communicaons in time of war”.

Into the record was read a writn motion by Mr. Craven, dated t. 17, 1938, urging the FCC to nsider organization contemplatg a national emergency. The witss testified his motion “just died natural death”.

Quoting from the motion which id, in part: “The policy of private operation of broadcasting free from political control should be reaffirmed,” Mr. Garey asked: “Were you, even at that date, alarmed at the trend that then obtained in that respect?” Mr. Craven said he was and that he had observed “a trend towards what we now call regulation of the composition of traffic” and that he “noticed by various Commission actions that there was a tendency to get control of the composition of traffic to such an extent that in my opinion radio would no longer be a purely democratic institution in our country.”

On Sept. 9, 1939, Mr. Craven as a co-member with Chairman Fly and Commissioner Brown of a subcommittee to study problems facing communications in case of war, submitted a list of proposals, which, he testified, were shelved. His proposal had to do with reorganization of the nation's communications facilities in time of war and urged that the Commission go then to Congress to seek necessary powers to carry out any wartime emergency measures, and to clarify its limitations under the existing law.

“I am particularly regretful that I should voice my view to Congress in an instance like this,” said Mr. Craven. “I feel we should have come years ago.”

### *Craven Tells Fly's Power Over Commission*

Questioned further by Mr. Garey when the hearing resumed Wednesday, as to whether as a “practical proposition” the Commission is a “one-man” affair, Mr. Craven said that on general policy matters the vote usually was 5-2, with Commissioner Case joing him in the minority. He emphasized that on individual cases he didn't believe any restraint was imposed on any Commissioner to exercise his own judgment. When Mr. Garey pressed for a direct answer, Mr. Craven said:

“I think it is a well-established fact that the chairman of the Commission is the Commission, but that does not mean that it is a oneman Commission.”

“You mean that by law there are seven Commissioners,” suggested Mr. Garey.

“That is true, and we do exercise our judgment in individual cases, and we do have some expression with respect to policies,” replied Mr. Craven.

“It is true, isn't it,” asked committee counsel,' that the chairman of the Commission, Mr. Fly, always has at least four votes in his pocket on any question that comes before the Commission for Commission vote?” Mr. Craven pointed to an instance where the chairman joined him in the minority, but finally asserted: “On any broad question of philosophy or policy, yes.”

Chairman Lea asked if the vote were controlled by compulsion. Mr. Craven said the other Commissioners would have to answer for themselves. He testified that a former Commissioner told him he had voted “against his better judgement” in approving one of the network regulations and that “one member of the committee (network regulations subcommittee which conducted hearings) came to me and stated that he felt compelled to go along with the philosophy expressed, even though he did not think that that was the best.”

Commissioner Craven testified that one Commissioner voted without attending hearings, which prompted Rep. Hart to ask: “Did you ever hear of a member of Congress voting on a bill the hearings on which he had neither attended nor read?” Commissioner Craven quipped: “Judging by some of the votes, I think that must be true.”

### *Denny Says RID Stopped ‘Hundreds’ of Illegal Stations*

Mr. Craven testified as to the Radio Intelligence Division of FCC and its duties and functions. It was during that testimony that Mr. Denny became active in participating at intervals. Mr. Craven said the FCC had discontinued 21 monitoring stations at an estimated saving of $50,000, although the personnel involved was transferred to other departments.

Formerly known as the Engineering Field Service, the RID came into being about the time the U. S. entered the war, the witness said. The word “intelligence” is a “misnomer”, the witness asserted, but added: “I think it can be definitely stated that the Commission felt this type of work reflected and justified the Commission in securing national defense appropriations.”

As Mr. Garey asked about two alleged illegal stations that were taken off the air through the efforts of RID, Mr. Denny arose and addressed the chair.

“Might we take that up in executive session?” asked the chairman. There was a discussion off the record and the hearing resumed with the chairman ruling “we will

(*Continued on page 66*)

### Ballantine Change

P. BALLANTINE & SONS will change the talent and format of *Three Ring Time* on CBS, dropping Guy Lombardo's orchestra and Ogden Nash, comic lyricist, and substituting another show. Although the sponsor is contemplating the use of a larger nighttime network, it is more likely that the present Monday night 10:30-11 p.m. spot on 41 CBS stations will be retained, according to J. Walter Thompson Co. The repeat broadcast of *Blondie* at that time would prevent the Ballantine show from expanding in its present spot.

*“I've been listening to WFDF Flint Michigan all evening, sir.”*

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It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

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WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

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BUY U.S. BONDS TODAY

# Actions of the FEDERAL COMMUNICATIONS COMMISSION

### NOVEMBER 27 TO DECEMBER 3 INCLUSIVE

## Decisions . . .

### NOVEMBER 30

**WFNC Fayetteville, N. C.**—Granted voluntary assgn. license from W. C. Ewing and T. K. Weyher d/b Cumberland Broadcasting Co., to Cape Fear Broadcasting Co.

**WSNY Schenectady, N. Y.**—Granted authority make changes in automatic frequency control equipment.

**WOOD Grand Rapids, Mich.**—Dismissed application for CP move formerly licensed transmitter to site of new main transmitter for use as auxiliary.

**WRUF Gainesville, Fla.**—Granted special service authorization operate unlimited time, 100 w after Denver sunset, 5 kw until Denver sunset, to Feb. 1, 1944.

**WDAE Tampa, Fla.**—Denied special service authorization to operate on 770 kc, 5 kw, unlimited, DA-N, to Aug. 1, 1944.

**KPQ Wenatchee, Wash.**—Granted extension special service authorization to operate on 560 kc, 500 w N, 1 kw LS, unlimited, to Feb. 1, 1943.

**WOCB West Yarmouth, Mass.**—Adopted order denying as in default application for license renewal.

**KFAR Fairbanks, Alaska**—Granted special service authorization to operate on 660 kc, 10 kw, unlimited time, to June 1, 1944. Conditions.

**KOBH Rapid City, S. D.**—Denied petition requesting leave to amend application for CP so as substitute 1380 kc for 610 kc.

**KBON Omaha, Neb.**—Temp. extension license pending determination license renewal for period ending Feb. 1, 1944.

**KPAB Laredo, Tex.**—Same.

**WWDC Washington, D. C.**—Granted extension authority operate synchronous amplifier by remote control from main transmitter location to Feb. 1, 1944. Conditions.

### DECEMBER 1

**KCMO Kansas City, Mo.**—Granted petition for postponement of hearings, in re application for mod. license to operate on 1480 kc, DA-N, 5 kw, unlimited, to Jan. 7, 1944.

**Buckeye Broadcasting Co., Akron, O.**—Denied petition for leave to amend application for CP for new station, to request 1260 kc instead 1240 kc, and daytime hrs. instead unlimited.

### DECEMBER 2

**WHAM, WHFM Rochester, N. Y.**—Granted mod. license to change corporate name from Stromberg-Carlson Telephone Co. to Stromberg-Carlson Co.

**KOH Reno, Nev.**—Granted mod. license to change corporate name to McClatchy Broadcasting Co.

**WDSM Superior, Wis.**—Granted CP change power and make changes in transmitting equipment.

**Green Bay Newspaper Co., Green Bay, Wis.**—Application for new FM station placed in pending file.

**KRIC Beaumont, Tex.**—Same.

## Applications . . .

### NOVEMBER 27

**KAND Corsicana, Tex.**—CP move transmitter, studio from Corsicana to Ft. Worth.

### NOVEMBER 30

**Spartanburg Advertising Co., Spartanburg, S. C.**—CP new FM station with 26,000 sq. mi. coverage.

**KBPS Portland, Ore.**—Mod. license change hours from sharing with KXL to specified hours.

**Jamacia Radio & Television Co., Jamacia, N. Y.**—CP new experimental television station.

### DECEMBER 1

**W2XMT New York**—Mod. CP authorizing new experimental television station for extension completion date to June 30, 1944.

**WHAT Philadelphia**—Voluntary transfer control from Philadelphia Record Co. to William A. Banks.

**KFQD Anchorage, Alaska**—License to cover CP for new transmitter, increase power to 1 kw. License to use old 250 w transmitter as auxiliary.

### DECEMBER 3

**E. Anthony & Sons Inc, Near Hyannis, Mass.**—CP new standard broadcast station, 1240 kc, 250 w, unlimited, to use facilities formerly licensed WOCB.

**Crosley Corp., Mason, O.**—CP new international station to operate on 6080, 9590, 11710, 15250, 17800, 21600 kc, 200 kw, A-3 emission. Amended re transmitter site.

**Charles P. Blackley, Staunton, Va.**—CP new standard station. Amended.

**KFAB and WBBM Lincoln, Neb.**—Extension special service authorization for synchronous operation from Lincoln sunset to midnight (CST) to Feb. 1, 1946.

**WLAP Lexington, Ky.**—Mod. license change corporate name to American Broadcasting Corp.

## Tentative Calendar . . .

**KDRO Sedalia, Mo.**—Voluntary assgn. license by Albert S. & Robert A. Drohlich d/b Drohlich Bros. to Milton J. Hinlein.

**WFTL Ft. Lauderdale, Fla.**—Vol. assgn. license to Ft. Industry Co., mod. license move main studio.

## Network Accounts

All time Eastern Wartime unless indicated

### New Business

J. B. WILLIAMS Co., Glastonbury, Conn. (Williams Shaving Cream), on Dec. 5 started *William L. Shirer* news analyst on 46 CBS stations Sun., 7-7:15 p.m. Agency: J. Walter Thompson Co, New York

SOCONY-VACUUM OIL Co., New York, on Jan. 13, 1944, starts unnamed program on 8 CBS Pacific stations, Thurs., 9-9:30 p.m. (PWT). Agency: Compton Adv., N. Y

GUM LABS., Clifton Heights, Pa. (Ivoryne Peroxide chewing gum), on Dec. 18 starts *Hello Sweetheart* on 38 BLUE stations, Sat., 5:45-6 p.m. Agency: McJunkin Adv., Chicago

UNION PACIFIC RAILROAD, Omaha, on Jan. 8 starts *Empire Builder* on 45 NBC stations, Sat., 5-5:30 p.m. Agency Caples Co., Omaha.

### Renewal Accounts

F. W. FITCH Co., Des Moines (Shampoo) on Nov. 23 renewed *News of the World* on 76 NBC stations Tues. and Thurs., 7:15-7:30 p.m. Agency: L. W. Ramsey, Davenport.

KELLOGG Co., Battle Creek, Mich. (Pep), on Jan. 3 renews for 52 weeks *Superman* on over 200 MBS stations, Mon. thru Fri., 5:45-6 p.m., and *Jack Berch and his Boys* (All-Bran), on 24 MBS stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Kenyon & Eckhardt, Chicago.

ANDREW JERGENS Co., Cincinnati (Woodbury face cream & powder), on Dec. 29 renews for 52 weeks *Mr. and Mrs. North* on 127 NBC stations Wed., 8-8:30 p.m. Agency: Lennen Mitchell Inc., N. Y.

AMERICAN Tobacco Co., New York (Lucky Strike cigarettes), renews *Kay Kyser's College of Musical Knowledge* on 126 NBC stations, Wed., 10-11 p.m. Agency: Foote, Cone & Belding, N. Y.

### Network Changes

AUSTIN STUDIOS, Los Angeles (portrait photographers), on Dec. 7 replaces *Hero of the Week* on 7 BLUE Pacific stations, Sun. 8:30-8:45 p.m. (PWT), with *Musical Portraits*, Tues., 9:15-9:30 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

SIGNAL OIL Co., Los Angeles (petroleum products), on Dec. 12 replaces *Signal Round-Table* with *The Whistler*, on 10 CBS Pacific stations, Sun. 4:30-5 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

YOUNG PEOPLE'S Church of the Air, Philadelphia, on Dec. 5 shifted *Young People's Church of the Air* on 196 Mutual stations, Sun., from 4:30-5 p.m. to 3-3:30 p.m. Agency: Ivey & Ellington, Philadelphia.

PARKER PEN Co., Janesville, Wis. (Quink), has added 11 CBS stations to *Ned Calmer and the News*, making a total of 128 CBS stations, Sat., 8:55-9 p.m., and 129 CBS stations Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., Chicago.

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine, Scotch Cleanser), on Jan. 3 shifts *Bob Anderson-News* on 12 CBS Western stations, Mon. thru Fri., 12:15-12:30 p.m. (PWT), to 4:15-4:30 p.m (PWT) Agency: Raymond R. Morgan Co., Hollywood.

## in the CONTROL ROOM

AURELE BOISVERT, technic director of the Compo Co., recordi organization, Montreal, is presently loan to 'Exclusive Radio Featur Toronto, as technical director.

BILL McGOWAN, operator and nouncer of CJOR Vancouver, has turned to the station after a lengt illness.

W. ROBERT AXFORD, new to dio, has joined the engineering st of WIBG Philadelphia.

GEORGE STEINHARDT, engine of WFIL Philadelphia, has been calle for induction into the Army Dec. 1

KENNETH WANNENWETSCH new to radio, has joined the technica staff of KIEV Glendale, Cal.

FRED MARMIE, technician KDFN Caspar, Wyo., has joine KGFJ Los Angeles.

FRED McFARREN, engineer KTSA San Antonio, Tex., is the father of a boy.

SAM MACY, formely with the Bendix Radio Corp., has joined the engineering staff of WSLS Roanoke, Va

DICK DELP, engineer of WFIL Philadelphia, is recuperating from serious illness.

W. L. ROY NUSS, veteran engineer of KYW Philadelphia, has been transferred to the field engineering division of the Westinghouse Electri & Manufacturing Co., to work war materials.

FRANK T. ENNIS has joined th engineering division of the recordin studios of WOR New York.

WILFRED C. PRATHER an George P. Rogers, NBC Chicago gineers, recently reported for servi with the armed forces.

ERMADEAN METZ, formerly Indianapolis, has joined the engineering staff of WRC Washington.

ROBERT BROOKING, of the engineering staff of WGES Chicago, recently was inducted into the army He has been replaced by Franci Bishop, formerly a radio man in th Merchant Marine.

DAVID SOHMER, technician WNEW New York, has been electe vice-chairman of the Atlantic Branc of the Broadcast Division of American Communications Assn., CIO union. Roy Roberson of WHOM Jersey City, was elected treasurer.

★

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## Help Wanted

**exas Finest Local Station**—Joining CBS network approximately January 1st, has opening for two announcers. Salary. Excellent living conditions. Especially interested good morning shift man. Send details draft and marital status, expected starting salary, transcription availability. Box 588, BROADCASTING.

**adio Engineer Wanted**—First, second, or third class license—steady position—good wages—give full particulars—apply Chief Engineer, Box 111—McComb, Miss.

**nnouncers**—Personal or transcribed auditions for experienced, versatile staff announcers. Salary: $65. 6 day week. Write to Fred Willson, WIND, Gary, Indiana.

**NGINEER**—Operator for 1000 watt daytime station. Draft exempt. Real opportunity for right man, as station planning post-war expansion. Must be willing to work and take up slack due to war. Write Box 583, BROADCASTING.

**o first class transmitter engineers**—By 10,000 watt station. Good opportunity and excellent working conditions. Write John L. Cole, Radio Station WNOX, Knoxville, Tennessee.

**nscientious Young Man**—With good background in announcing and production to become assistant to manager of network affiliate; must be good all-round announcer capable of handling special programs, and able to efficiently handle program traffic and studio details. Real opportunity for man who seriously wants experience for future management. Write full details and salary expected to Manager, WKIP, Poughkeepsie, N. Y.

**anted** — Announcer-operator with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

**ANTED**—Technician with first class telephone license for South Florida station. Address P. O. Box 4661, Miami 31, Florida.

**LES PROMOTION ASSISTANT**—One who can write good sales material and presentations and who can assume responsibilities. Network operation. A swell spot for the right man. Box 581, BROADCASTING.

**nt to settle down** and work for real people in a real town? Then here's what you're looking for. 1000 watt part time station in best town in North Carolina has opening for Program Director and one announcer who can do news. Basic salary in keeping with ability. State all in first letter. Need you right away. Box 580, BROADCASTING.

**nted—1st Class Operator**—Good salary—good town—no war industry—moderate living conditions—transmitter located 8 blocks from center of city—good permanent job as chief operator—western electric equipment—state qualifications and salary expected. KDLR Devils Lake, N. Dak.

## Situations Wanted

**ecutive**—17 years small station and network experience announcing, writing, production, sales and promotion, with 9 years program director CBS IKW Stations desires connection with large station, agency or network as manager, Asst. Manager, producer or station relations representative. Age 34, married, family, draft 3A. Excellent references. Available December 8. Box 589, BROADCASTING.

**ief Engineer**—Over eight years experience. 100 to 50,000 watt stations. Veteran of this war. Box 564, BROADCASTING.

## Situations Wanted (Cont'd)

**News-Sports-Special Events** — Experienced in sales - program - studio supervision. Wants chance to grow with station needing all around man. No draft. Box 582, BROADCASTING.

**Two Licensed Operators**—One third class, both experienced, prefer jobs in same station, but will accept jobs individually, both 4F. Wire, write, or phone—Louis Balazs, 81 Reid Street, South River, N. J.

**Experienced Program Manager**—Draft exempt. Accustomed to responsibility. Prefer Midwest Independent offering future commensurate with ability. Box 579, BROADCASTING.

**Station Manager**—Now manager on "duration" basis wants to get set for future. Prefer station small enough for ability as business producer and director of sales efforts to be of first importance. Age 38. Married. University graduate. Background includes 10 years newspaper. Prefer midwest. Box 577, BROADCASTING.

**Salesman**—Remarkable three-year record, 38, family man, college graduate, ambitious, wants job with future, personable, reliable. Write Box 576, BROADCASTING.

**THREE WAYS I CAN BE OF SERVICE TO YOU AND YOUR ADVERTISER**—First, doing two hour participation program, introducing the records, singing with some, handling commercials, singing and playing piano. Second, MC'ing live shows, singing with studio band, doing commercials. Third, doing one man show at piano, singing and playing current and old tunes, handling commercials. Always clicks. If interested would appreciate hearing from you immediately as will be available first of year. Box 575, BROADCASTING.

**Program Director**—Desires position with midwest station. Now employed. Draft 4-F. Box 574, BROADCASTING.

**A NEW RADIO PERSONALITY**
(My typewriter)
Box 573, BROADCASTING

**MANAGER**—Live wire young man experienced in management, promotion, sales, continuity, most phases of broadcasting. Write for complete background. Box 571, BROADCASTING.

**CHIEF ANNOUNCER**—Independent station desires change. Solid background news, commercial, dramatic copy, programming. Fluent ad lib. Can assume executive duties, directing, managing, etc. Prefer metropolitan area. Draft deferred, 28, excellent references. Box 570, BROADCASTING.

**ANNOUNCER SALESMAN** — Experienced Time Seller And Announcing; Proven Ability; Available Soon! Draft exempt. Write Box 569, BROADCASTING.

**Chief Engineer** — Available immediately. Fully capable all technical, personnel, phases broadcasting, AM or FM. Decade experience. Also, marine, aeronautical, international radio. Radio Instructor. Any power. Complete data, picture. Box 568, BROADCASTING.

**Control Operator**—Union member, can announce if needed. No license. Box 567, BROADCASTING.

**PROGRAM DIRECTOR** — Substantial, proved background of experience. Want to make permanent connection and offer excellent references. No duration job considered. 38. Married. Immediately available. Box 566, BROADCASTING.

**Announcer**—Young, single, draft exempt. Also operating experience. Available at once. Box 578, BROADCASTING.

## Situations Wanted (Cont'd)

**Young Married Executive**—Three children, 26 available as Production Director, Program Director or announcer. Now Production Director two-network Southern. Write all types shows, write and re-write news, produce, now announcing Network features, doing promotion and publicity. Impossible to find home here. Must move to less crowded area. Prefer North and East. Five years experience. Good recommendations. Must be permanent. $100 per week and transportation. Available two weeks. Box 565, BROADCASTING.

## Wanted to Buy

**WANTED TO BUY**—For use in international broadcast stations for Government:
**2 G. R. 731 MODULATION MONITORS**
**2 RCA 303-A FREQUENCY LIMIT MONITORS OR**
**2 G. R. 775-A FREQUENCY LIMIT MONITORS**
**1 RCA 306-A FREQUENCY DEVIATION METER**
Will pay cash depending upon condition. Wire collect price and condition. CBS General Engineering Department, 485 Madison Ave., New York, N. Y.

**Wanted to Buy**—One Western Electric type 10A tuner in good condition. Box 585, BROADCASTING.

**Wanted To Buy**—Bliley Model BC46T or similar type crystal oven for use on 250-watt station on 1400 kilocycles. Box 584 BROADCASTING.

**Wanted**—Station of thousand watts or less. Texas and Southwest. Good offer. Thorough investigation. Box 572, BROADCASTING.

**WANTED TO BUY**—250 watt transmitter complete with any other radio station equipment. Box 563, BROADCASTING.

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**FOR SALE**—Complete mobile recording equipment; 2 Presto 6-N recording tables, automatic equalizers, Presto 85-A amplifier, 3 position mixer and preamplifier, radio tuner, 2 Carrier 702-D mikes with cable, 500 ft. remote cable, Gates dynamote remote. All housed in compact steel 2-wheel trailer ready for operation $2700. Will sell all or in part. Sound Sales Company, 600 South Michigan, Chicago.

## MBS Sets Record

REACHING an all-time high in the network's history, Mutual billings for the first 11 months of 1943 totalled $12,208,264, an increase of 47.5% over the same period in 1942. Billings for November of this year were $1,450,000, an approximate 60% increase over November 1942 when the figure was $910,167.

## Music Hall Resumes

NBC HAS RESUMED broadcasts of the *Radio City Music Hall on the Air*, with Erno Rapee and soloists after more than a year's absence from the air. Series started last Friday, Dec. 3 in the Friday, 11:30-12 midnight period. It was formerly an hour-long Sunday show.

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# House Probes Fly Reprisals

(*Continued from Page 63*)

pass over that for the moment." Counsel Garey told the chairman he intended to show "there were no illegal stations on the air conducted by what we might call the people in the continental United States as such". Mr. Denny asked that Mr. Craven tell the committee how many illegal stations RID had discovered since it was created.

He said there were "more than two". He admitted one was a station some boys rigged up on a radiator in an Omaha school. "One was at a race track," he testified," "and I think one was a discovery, which has been published, of an alleged spy station in Long Island, which turned out to be, not an illegal station but a very effective operation of the FBI."

Mr. Denny again took the floor to tell the chairman that the number of "illegal operations discovered by the RID since 1941 runs into the hundreds and we will present the evidence on what the RID has done at the proper time. Some of it will be in executive session."

### *Denny Admits Planning Retention of Watson, Dodd*

Counsel read from an FCC chart that the RID operates 12 primary and 69 secondary monitoring stations and three radio intelligence centers and is "engaged in a comprehensive surveilance of the entire communication spectrum to guard against its use for subversive or other illegal purposes".

When the witness stated that the RID was not taking locations of "enemy stations, particularly naval vessels" because the Navy said RID was furnishing misinformation, Mr. Denny jumped to his feet to protest: "There is nothing in the record about that." He sat down when Rep. Hart asked for "one witness at a time".

In connection with the proposed suit to test the constitutionality of the Congressional rider in the second deficiency bill, abolishing salaries for Dr. Watson and Mr. Dodd, Mr. Denny admitted that he suggested and worked out the procedure of keeping the men in question at their desks for a week "in the event the Commission wished to give them an opportunity to test the constitutionality".

Of Mr. Craven, counsel asked: "Didn't the Federal Communications Commission work out a situation with the Department of Justice whereby such an action could be brought and expedited?"

### *Craven Says RID Found Jap Stations on Army Post*

"I don't know whether the Commission did,' replied the witness. "I heard there had been some facilities granted to Dr. Watson and Mr. Dodd to have their cases tested in the courts." Mr. Craven said that although he felt both men were entitled to test the constitutionality of the law, he was personally opposed to the employment of Dr. Watson and felt that "it was a matter for Congress to settle and was none of the Commission's business".

Counsel Garey read into the record Thursday letters addressed by Commissioner Secretary T. J. Slowie to Dr. Watson and Mr. Dodd, pointing out that while they worked from Nov. 7 to 21 (pay period) their salaries were terminated Nov. 15 by act of Congress.

Mr. Craven read into the record statistics on the RID which he hadn't possessed on Wednesday. From July 1940 to December 1943 the RID made 10,294 investigations, the record disclosed and found 357 illegal or unauthorized stations, a large number of which, Mr. Craven said, were operated by minors. A total of 75 arrests were made as a result of the RID activities, he added, and 33 were convicted of felonies.

Most of the unauthorized stations were found before the U. S. entered the war, he said, and estimated that less than 10 had interfered with military operations. RID activities led to the suspension of 85 operators' licenses and 12 stations had their licenses revoked, said Mr. Craven. He said the RID discovered a station at the German embassy, prior to the war, and found Japanese stations "on Army property".

The witness said he understood that the RID had monitored what it thought was an enemy vessel at sea, but investigation by the Navy disclosed that the station in question was operating from Japan.

"I can recognize very clearly that the Commission's activities and personnel are not suitable for military functions as such," he added.

Commissioner Craven said it was generally felt at the Commsision that the RID and FBIS were of special interest to Chairman Fly and that "he exerts greater interest than any other Commissioner in them". Mr. Garey had asked if RID and FBIS weren't "pet babies" of the chairman.

The former Naval officer told the committee that early this year he heard rumors that the Navy and Army were dissatisfied with "what the Commission was doing with RID" and that he told Chairman Fly of the reports.

## Caveat Emptor?

CUSTOMERS SELL the merchandise they are buying in the new Sears, Roebuck program on WTAG Worcester. Announcer Bob Dixon questions customers on what they are purchasing. If they "know their stuff", they are awarded the item. Series—called *Know Your Stuff*—also features music from WTAG studios, and is heard three times weekly, 10:30-10:45 a.m.

"He assured me there was nothing to it, that it was a matter the budget bureau was taking up," he added.

### *Radio Preparation Lacking at Pearl Harbor*

Mr. Garey called attention to letters written last February by Adm. Leahy, chief of staff to the President on behalf of the Joint Chiefs of Staff, to the Secretaries of War and Navy, urging that the President transfer RID activities to the armed forces. Subsequently on Feb. 8 letters signed by both secretaries, and urging the transfer, were transmitted to the President. Mr. Craven said he first heard of the letters last July when they were brought in in the House committee hearings.

He said he didn't recall whether he took it up with the chairman after being apprised of the recommendation, but stated: "I do know that the President has acted and I must remain obedient to him."

Questioning centered around the Hawaiian Islands and the activities of the FCC before and after Pearl Harbor, and when Mr. Garey asked: "Isn't it true that prior to Pearl Harbor the Navy came to the chairman of the FCC and asked him to stop broadcasting in Japanese from Hawaii?" Mr. Craven replied that Adm. Hooper did, but that the FCC didn't stop the broadcasting. "I don't think we could," he added.

FIRST NATIONAL BANK
SID HIX

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*"It's all right, Mr. Belcher . . . they said it was just a gag for that 'People are Screwy' Program!"*

Mr. Denny asked permission t speak to the chairman. There w a lengthy conference and M Garey was called to the front. Af ter considerable debate Chairma Lea announced that the hearin would adjourn until Friday afte noon. It was understood that M Denny objected to the procedure o the grounds that such discussion at public hearings would give th Commission a "black eye". M Craven had testified that afte reading the Roberts Report he ha concluded that the "failure at Pea Harbor was due to a lack of aler ness and full preparation", whic included lack of "proper radi preparation".

### *Facts Given Navy By FCC Questioned*

On Friday when Mr. Garey at tempted to draw from Mr. Craven that the FCC allegedly erred i evaluating information it had given the Navy in connection with Alaskan waters, Mr. Denny asked permission to inquire "what, when, where" the incident took place, and to ask if Mr. Craven had consulted FCC records.

Mr. Garey, who had not objected to Mr. Denny's interruption, said he thought that question was out of order so the FCC counsel rephrased it. Mr. Craven replied that the officers who told him should be brought before the committee. Mr. Denny agreed, and committee counsel declared "we would have produced these men except that th FCC was successful in getting them silenced through executive order".

Acting Chairman Hart passe the question and asked counsel t proceed. Mr. Garey read into th record a letter dated Sept. 7, 194 from President Roosevelt to th Secretaries of War and Navy rejecting their recommendations th military intelligence functions the RID be transferred to th armed forcees. In the final paragraph the President wrote:

"It is my desire that matters o the kind presented by the present proposal be dealt with at the outset by conferences between the interested agencies. If differences should occur, the matter should be reviewed by the Board of War Communications."

"So what this letter suggests is," said Mr. Garey, "if the Army and Navy cannot get along with Mr. Fly the chairman of the FCC, they must take it up with Mr. Fly chairman of the BWC; isn't tha true?" Mr. Craven declined to answer on the grounds that he must remain obedient to the President.

"I think the committee can draw its own conclusions," said Rep Hart. The hearings then adjourned subject to call by the chairman.

Mr. Garey said he plans to c Lt. Harold N. Groves of the Navy former assistant chief of th FBIS; T. A. Moore of the FCC a Matt Gordon of OWI to testi next in connection with FBIS a tivities.

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## Shirer for Williams

WILLIAM L. SHIRER, CBS ne analyst, is now heard on Sunday, 7:15 p.m. under sponsorship of J. Williams Co., Glastonbury, Conn. M Shirer's broadcasts in behalf of W liams' Shaving Cream started la Sunday, Dec. 5, on 46 CBS statio Agency is J. Walter Thompson Co.

Jerry Colonna Bob Hope

# Portraits
## FOR TUESDAY

Current favorite among WLW advertising and their agencies is "The Listening Finger Points", Hooper's portfolio on all radio listening in the great Middle West. The vivid picture it portrays of the dominance they enjoy on The Nation's Station probably accounts for the fact that

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